



MUC-OFF LAUNCHES NO PUNCTURE HASSLE INNER TUBE SEALANT

POOLE 18.06.2020, FOR IMMEDIATE RELEASE — Countless awards and group test wins underline Muc-Off's bike care and maintenance products' class-leading quality. Every product developed by the category leader from the iconic pink bike wash launched just over 25 years ago to the recently expanded tubeless and puncture repair P.I.M (Prepare, Inflate and Maintain) range.

"Every cyclist knows that punctures can put a downer on your two-wheeled adventures, and they create a barrier for riders who are newer to cycling and scared of getting stranded with one. Our new No Puncture Hassle Inner Tube Sealant comes as a natural step for us following the launch of our Tubeless Sealant and recently expanding our range of puncture repair and tyre inflation solutions." – Alex Trimnell, CEO at Muc-Off

The new Muc-Off No Puncture Hassle Inner Tube Sealant is a proprietary water-based non-hazardous formula developed specifically for use with inner tubes and is compatible with a wide range of wheels and tyres covering all types of bicycle from MTB, e-bikes, commuter/hybrid bikes, road bikes and everything in-between.

The lightweight formula is easy-to-install and rapidly seals holes in inner tubes of up to 4mm with an armour-like seal and works on multiple punctures. The integral installation hose is compatible with both

Presta and Schrader valves and comes with a clever Schrader valve core removal tool built into the hose cap. It also contains anti-corrosion inhibitors to protect aluminium rims, valves and nipple holes and bolts. The Muc-Off No Puncture Hassle Inner Tube Sealant improves the longevity of the inner tube and tyre and the formula will outlast the lifespan of both.

“We were able to borrow and adapt some of the existing technology within our award-winning Tubeless Sealant and B.A.M! latex inflator formulas but many months of research, testing and refinement went into this new product and we’ve achieved something we’re immensely proud of.” – Andrew Syme, Product Design Manager at Muc-Off

The Muc-Off No Puncture Hassle Inner Tube Sealant is available to purchase through Muc-Off global dealer network, select e-retailers and direct from www.muc-off.com for £9.99/\$9.99/€11.99 RRP. Further to this, many dealers will be offering the in-store set up service for a small additional fee. Available now in EU/UK, launching in North America at the end of July.

Assets

A selection of studio and lifestyle images can be downloaded here: <https://muc-off.com/pages/press-area>

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About Muc-Off:

Back in 1991 Rex and Marilyn Trimnell got things started with X-Lite UK. After designing and manufacturing the world’s first twin crown bicycle fork, Rex created a perfectly pink spray to clean his kit. To make a long story short, Rex’s cleaner was the best thing since sliced bread, and it wasn’t long before word got out and Muc-Off was born.

Fast-forward to now and Muc-Off is now the go-to brand for top riders. And, in case you haven’t noticed, we do a bit more than pink cleaner these days.