



MUC-OFF LAUNCHES TECHNICAL APPAREL RANGE

POOLE 14.02.2020, FOR IMMEDIATE RELEASE — 25 years ago Muc-Off engineered the first ever bottle of bike-specific wash. Since then, challenging the status quo and creating the best products for those who love riding on two wheels is what defines the Muc-Off ethos. The same approach has been taken in the development of their new technical apparel and rider gloves; designed from the ground up for riders in search of adventures, built to handle everything the elements and the trail can throw at them.

“Our Technical Apparel range and Rider Gloves were influenced by our drive to create designs that are focussed on high-performance and endurance. Our aim was to create something aesthetically pleasing that delivers the ultimate performance for any adventure and we’re incredibly proud of the end result” – Alex Trimnell, CEO at Muc-Off.

“Having taken this concept over the past 3 years all the way from rough sketches through to real life product testing, fitting refinements and full production we’ve achieved something we’re really excited about.” – Andrew Syme, Product Design Manager at Muc-Off

The Muc-Off Technical Apparel range will initially be sold exclusively through muc-off.com with the exception of the Riders Gloves which will be sold through all retail channels. Further information about each new product in Muc-Off’s new technical apparel range is listed below:

Technical Riders Jacket

Constructed from a proprietary 3-layer waterproof, hydrophobic and breathable M.O.D 94 fabric (M.O.D - Muc-Off Developed). The engineered stretch of this waterproof fabric and ergonomically designed fit allow for maximum movement and comfort so that riders can keep smashing berms all day in complete comfort.

This jacket features two side hand pockets and chest pocket with YKK waterproof zips, taped sealed seams and a 3-point adjustable and removable storm hood.

RRP: £174.99, \$249.99

[MORE INFO](#)

Technical Riders Shorts

These shorts were developed to keep riders comfy on the trails and handle whatever the elements throw at them. Constructed from a proprietary 3-layer waterproof, hydrophobic and breathable M.O.D 94 fabric (M.O.D - Muc-Off Developed), and for the ultimate comfort we incorporated an elasticated waist adjusters and a rear stretch panel for the ultimate fit.

Featuring two YKK zipped side pockets, a side slide-in storage pocket as well as the option of attaching the Muc-Off Essentials Case to the rear panel thanks to integrated Molle webbing straps for carrying light weight essentials (Muc-off hook and loop straps and essentials case available separately).

RRP: £79.99, \$119.99

[MORE INFO](#)

Short & Long Sleeve Riders Jersey

These jerseys are constructed from a proprietary, breathable mesh fabric with moisture wicking abilities to keep the rider cool, dry and comfortable. This fabric was engineered to have just the right amount of stretch to keep things loose, but also in place. It features an ergonomic dropped tail too, ensuring the perfect on-bike fit.

Long Sleeve Jersey RRP: £44.99, \$44.99

Short Sleeve Jersey RRP: £39.99, \$39.99

[MORE INFO](#)

Rider's Gloves

The premium slip-on gloves incorporating the finest materials for comfort, durability and protection whilst riding. Engineered using a 4-way breathable material on the top hand and perforated one-piece Clarino® material on the palm with flexible neoprene slip on cuff. The ergonomic preformed shape ensures a perfect fit whilst the integrated tech thread makes them touch-screen compatible. Thumb overlay panel increases durability and is topped off on the top with a microfibre strip for wiping away sweat and snot.

The gloves come in three designs: Black, Camo and Bolt, all embellished on the with the iconic Muc-Off cross and a silicone printed palm with 'Ride of Die' written across them in bold pink lettering; which not only looks great but also offers the ultimate grip to bars and brake levers.

RRP: £29.99, \$34.99

[MORE INFO](#)

There is also a limited number of the Technical Riders Jacket and Shorts in a green Polartec® fabric available for £199.99/\$274.99 and £99.99/\$129.99 respectively.

Assets

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

Contact

Hollie Weatherstone, Muc-Off Global Head of Bicycle Marketing

T +447497 121 606 E hw@muc-off.com

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, they do a bit more than our original pink cleaner these days.