

**Muc-Off**



# MUC-OFF AND FROG BIKES JOIN FORCES TO LAUNCH CO-BRANDED CLEAN AND LUBE KIT

**POOLE 16.11.2020, FOR IMMEDIATE RELEASE:** Muc-Off, the global leader in bicycle care and performance products, has teamed up with iconic British children's bike brand, Frog Bikes, to create a co-branded clean and lube kit for kids and families.

*"We are delighted to be working with Muc-Off to bring a family kit to the market. Looking after your bike from an early age instils good habits and extends the life of the bike. We know we have a responsibility to our planet in ensuring that products can last longer, be handed from one child to the next and stay out of landfill. This little kit gets kids involved in that responsibility from an early age!"* - Jerry Lawson, Chief Frog

Making looking after your bike fun and simple is the common mission that ties Muc-Off and Frog Bikes together and led to this collaboration. Helping kids to keep their bikes looking box fresh and running smoothly for longer is exactly what this kit is all about.

The kit contains:

- Nano Tech Bike Cleaner 1L
- Bio Dry Lube 50ml
- Expanding Microcell Sponge
- 3x Muc-Off Stickers

- 2x Frog Stickers
- Drawstring Carry Bag

Both the Nano Tech Bike Cleaner and the Bio Dry Lube formulas are fully biodegradable and solvent free, which means they're both safe for the environment and safe for the user. The Expanding Microcell Sponge is vacuum packed, using fewer packaging materials and taking up less space when shipped, therefore helping to reduce the product's carbon footprint.

*"We're stoked to release a new kit in partnership with Frog Bikes. With all the handy cleaning essentials inside, this kit is a great way to get mini shredders excited about and involved in taking care of their own two wheels.*

*Teaming up with a like-minded innovative British company like Frog Bikes seemed like a no-brainer and a way to encourage kids to get out, enjoy riding their bikes and keep them looking factory fresh!"* – Alex Trimnell, Muc-Off CEO

The Muc-Off Frog Clean and Lube Kit is available to purchase via both the Muc-Off and Frog Bikes global dealer network, select retailers and direct from [www.muc-off.com](http://www.muc-off.com) and [www.frogbikes.com](http://www.frogbikes.com) from £17.50 / 25.00€ RRP.

## **CONTACT**

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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 cut 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 the go-to brand for top riders. And, in case you haven't noticed, we do a bit more than our original pink cleaner these days.

See the full range at: [www.muc-off.com](http://www.muc-off.com)

## **ABOUT FROG BIKES:**

Innovative British bike brand, Frog Bikes, manufactures a range of lightweight Balance, Hybrid, MTB, Road and Track bikes from super-lightweight aluminium.

Designed with the child in mind - Lighter frames, shorter cranks and child specific componentry. Frog Bikes' in-house R & D team works with leading research institutes and innovation organisations to ensure they lead the market in terms of product development and sustainability.

Frog Bikes believes it is important to get the right fit and therefore choose to sell their bikes through over 1800 independent bike stores globally. Frog Bikes has their own fitting app, FrogFit, so consumers and stores have access to the research based FrogFit Technology®. This gives parents confidence that the bike will be a good fit for their child based on their individual measurements and confidence level.

Frog Bikes has also won several awards over recent years, including Made in Wales Manufacturer of the Year (under 25M) for Frog's factory in South Wales, a Queen's Award for Enterprise and a RedDot Award for the design of the MTB range.

Learn more at: [www.frogbikes.com](http://www.frogbikes.com)