



MUC-OFF UNVEIL WORLD'S FIRST SECRET BIO INGREDIENTS IN NEW ROAD & GRAVEL SEALANT AT SEA OTTER 2024

POOLE 19.04.2024, FOR IMMEDIATE RELEASE – Muc-Off, the global leaders in bicycle and motorcycle care is proud to announce the upcoming release of their new Road & Gravel Tubeless Sealant.

This World's first formulation has been engineered to handle the higher tyre pressure demands of road and gravel set ups and is capable of sealing holes up to 7mm at a pressure up to 110psi. This cutting-edge formula is built for performance under the highest pressure of international racing, allowing riders to ride hard and uninterrupted. Part of Muc-Off's ever-expanding puncture protection offering, this new Road & Gravel Sealant is an innovative blend of readily biodegradable bamboo fibres and natural mineral flakes which combine to create high pressure hole sealing capability.

In line with their Project Green program, Muc-Off's formulation is completely free of ammonia, delivering a high-performance sealant that is both allergen free and non-toxic. The free-flowing formula with advanced polymers helps the sealant coat the inside wall of the tyre, delivering protection which lasts up to six months. The advanced formula is also compatible with Muc-Off's CO2 cannisters and BAM! and can maintain optimal performance in temperatures as low as -15°C, guarding against flats and offering unrivalled confidence regardless of the terrain or weather conditions.

This new Sealant joins Muc-Off's comprehensive range of puncture protection products alongside their existing 'No Hassle Tubeless Sealant' which is optimised for MTB. Muc-Off are also expanding the range of size formats available, launching their Road & Gravel Tubeless Sealant in a new 80ml pouch and a 500ml bottle, as well as the 140ml pouch, 1L and 5L bottle variants customers will be familiar with from the original sealant.

"With the ever-increasing number of riders converting from tubed to tubeless set-ups, especially in the road and gravel market, we focussed on developing a Sealant which delivers superior performance even when the pressures get high. After years of development work, we've found the perfect blend of sustainability and performance – I'm stoked to be using bamboo fibre particles in the blend; it's a world-first in sealant technology and it makes a massive difference to how the product performs". Alex Trimnell, CEO at Muc-Off.

Road & Gravel Tubeless Sealant is the latest chapter in Muc-Off's 30-year history of elevating cycling performance. Born in Muc-Off's highly advanced in-house R&D laboratory—a facility that has seen millions invested to pioneer the next generation of innovation technologies, it's been rigorously tested in the toughest conditions, proving its mettle on the historic cobbles of Paris-Roubaix, renowned for being the ultimate proving ground for endurance and performance for both riders and bikes. It's also set to feature on board INEOS Grenadiers' and EF Education's fleet of race bikes at all three Grand Tours this season, powering Muc-Off's sponsored teams to ride uninterrupted in their quest for victory at the pinnacle of the sport.

Muc-Off Road and Gravel Tubeless Sealant is priced at: 80ml: £6.00 / €8.00 / \$6.00 | 140ml: £10.00 / €13.00 / \$10.00 | 500ml: £18.00 / €25.00 / \$20.00 | 1L: £30.00 / €40.00 / \$34.00 | 5L: £128.00 / €155.00 / \$140.00. All size variants will be available from the Muc-Off global dealer network, selected e-retailers, and direct from www.muc-off.com from June 2024.

PRESS CONTACT:

Steve Fearn, Senior Marketing Communications Manager.
T +44779 547 3002 E sf@muc-off.com

SALES CONTACT:

Please contact your local Muc-Off Rep or Distributor. Alternatively, you can get in touch with us directly at:
T +44 (0) 1202 307790 E sales@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.