



MUC-OFF LAUNCH LUBE REFILL RANGE

POOLE 17.10.2022 - Muc-Off, the global leaders in bicycle and motorcycle care, are stoked to announce the launch of new refill versions of their existing lubricants.

The products getting a dose of Muc-Off's '[Project Green](#)' treatment are the [Wet Weather Lube](#) and [Dry Weather Lube](#), as well as their [C3 Ceramic Wet Lube](#) and [C3 Ceramic Dry Lube](#) variants, all of which now all come in a new bigger, cheaper, and more environmentally friendly packaging format.

Each of these new lubes will refill Muc-Off's 50ml bottles six times, which would mean a total packaging saving of 43% compared to the individual bottles. The new format comes with the added benefit of being lighter and smaller to ship around the world, helping to reduce the brand's CO2 impact throughout their entire global supply chain.

In addition to the plastic savings, these lubes will also save riders money. The Wet Weather and Dry Weather Lubes offer a 45% cost saving versus the 50ml alternatives, whilst the C3 Ceramic Wet and Dry Lubes come in at a massive 63% better-value – a real win, win for the planet and the pocket.

These new 300ml refill lubes contain exactly the same formula as the 50ml and 120ml dropper-bottle versions, meaning that riders can expect the same premium lube performance Muc-Off are known for. The Wet Weather and Dry Weather Lube are both highly durable and deep penetrating, meaning they hold up in extreme conditions, and the formulas are also readily biodegradable, so there's no concerns for the environment in the event of overspill, flick-off or washing off. The C3 Ceramic Wet and Dry Lubes meanwhile, have been specifically formulated to excel over long distance; containing ceramic particles and boron nitride, these lubes offer an ultra-resilient yet highly efficient coating on the chain, delivering increased protection levels, as well as producing more efficiency through the drivetrain.

Due to the nature of how drip chain lube needs to be applied, small, squeezable plastic bottles with a pipette system are necessary to ensure application is accurate to minimise waste. These refill options are designed simply for riders to fill up their existing empty plastic applicator bottle, so Muc-Off has taken the opportunity to swap out plastic for the refill size, for a more sustainable 50% PCR aluminium alternative. The launch of these products comes following Muc-Off's announcement of their commitment to save 200 tonnes of plastic by 2023,

made earlier this year. Like many of their recent innovations, these refill lubes will play a key role in the brand achieving this ambitious target.

"The idea behind refill lubes is simple – reusing is better than recycling. We're on mission here to drive down the amount of plastic being used, which is exactly what these products do. We're excited for riders to enjoy the performance benefits these lubes can bring to their bikes, and the formulations mean their drivetrain components will have an extended life, saving them money and having a positive impact on the environment. Innovation is in our DNA and we're relentless in our pursuit of sustainable solutions - this launch is another turn of the cranks in the right direction". – Alex Trimnell, CEO at Muc-Off.

Muc-Off are hoping to emulate the success of their range of bike cleaner concentrates and refill options, which include the world's first plastic free bike cleaner, [Punk Powder](#), as well as over two-thousand Nano Tech in-store refill stations, where riders can get a top up of the pink stuff. ([Find your nearest one here](#))

This launch is the latest in a long line of product developments from the brand which have 'sustainability built in'. For Muc-Off, this term is more than just a strapline, it's a way of thinking and more importantly, doing – they've put their responsibility for the planet front and centre operationally to help protect the world we ride in.

The refill lubes are priced at £17.99 / €24.99 for the Wet Weather Lube and Dry Weather Lube, and £27.99 / €36.99 for the C3 Ceramic Wet Lube and C3 Ceramic Dry Lube.

All four products are available in the UK now through Muc-Off's global dealer network, selected e-retailers and directly from muc-off.com, with global availability following from mid-November.

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