

Muc-Off



MUC-OFF WINS P&A BRAND OF THE YEAR 2019 AT BIKEBIZ AWARDS

POOLE 18.09.2019, FOR IMMEDIATE RELEASE – Muc-Off has been awarded with the P&A Brand of the Year 2019 Award with BikeBiz. Now running for over a decade, the BikeBiz Awards has served as a key event for the recognition of the very best talent from across the UK cycling scene. Highly coveted, they are awarded only to those reflecting the varied and vibrant nature of the sector. Most importantly, these awards put the decision-making power in the hands of professionals and enthusiasts; those who live and breathe cycling.

Richard Setters, sales manager at BikeBiz, said: *"The Awards are there to celebrate those that support local independent bike shops and we are delighted that Muc-Off won as it has been striving to support IBDs in the past year. Congratulations to Muc-Off and all other winners on the night."*

For Muc-Off 'innovation' isn't just a buzzword, it lies central to the business' DNA and is reflected in every new product and service launched by the brand from the decision to go dealer-direct at the beginning of this year to the recently launched workshop-specific Eco Parts Washer which uses a unique bioremediation vs. standard solvent-based washers.

"It's a huge honour to take home P&A Brand of the Year at this year's BikeBiz Award, we've put a huge effort supporting our British IBD network over the past year and we're stoked that our dealers like and believe in what we're doing." – Alex Trimnell, Muc-Off CEO

We would like to give special thanks to all the Muc-Off staff and customers who make the brand what it is and continue to help us grow

For more information on the BikeBiz Awards please visit: <https://www.bikebizawards.com/>

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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.