



PEATY'S

PRODUCT BIBLE

MISSION



WHAT IS PEATY'S?

DESIGNED BY RIDERS, FOR RIDERS. PEATY'S PRODUCTS IS A ROWDY RABBLE OF RIDERS, DESIGNERS, SCIENTISTS AND ENGINEERS HEADED UP BY 17X DOWNHILL MOUNTAIN BIKE WORLD CUP WINNER, STEVE PEAT. THIS MOTLEY CREW HAVE ALL JOINED FORCES TO MAKE HIGH PERFORMING PRODUCTS THAT ARE AS USER-FRIENDLY AND ENVIRONMENTALLY-CONSCIOUS AS POSSIBLE, WITHOUT COMPROMISING PERFORMANCE.

WHAT IS USER FRIENDLY?

USING HUMAN CENTRED DESIGN PRINCIPLES, WE CAREFULLY CRAFT OUR PRODUCTS KEEPING THE USER AT THE HEART OF EVERY DECISION WE MAKE ALONG THE WAY. WE START BY OBSERVING HOW USERS (EVERYONE FROM EVERY-DAY RIDERS TO PRO RACERS AND MECHANICS) INTERACT WITH EXISTING PRODUCTS ON THE MARKET AND TAKE NOTE OF THE PROBLEMS THEY HAVE.

WE THEN TAKE THESE PROBLEMS AND USE THEM AS THE STARTING POINT FOR OUR NEW PRODUCT, SMASHING THEM TOGETHER WITH COST AND LOGISTICAL REALITIES TO CREATE A SOLID SET OF REQUIREMENTS THE FINAL PRODUCT NEEDS TO ACHIEVE. THIS IS JUST THE START!

EARLY PROTOTYPES ARE TESTED INTERNALLY AT FIRST THEN – AFTER INEVITABLE TWEAKS – ARE SENT OUT TO OUR TEAM RIDERS AND MECHANICS TO TEST AND GIVE FURTHER FEEDBACK ON. FEEDBACK THEN TURNS INTO FURTHER TWEAKS. NEW PROTOTYPES THEN GET FURTHER FEEDBACK FROM THE SAME RIDERS AND MECHANICS NOW PLUS A WIDER GROUP OF EVERY-DAY USERS FOR ESSENTIAL NON-PROFESSIONAL FEEDBACK.

THIS CYCLE CONTINUES UNTIL WE'VE REACHED A PRODUCT WHICH GIVES THE PERFORMANCE WE NEED WHILE LOOKING GREAT, FEELING GREAT TO USE, BEING AFFORDABLE TO MANUFACTURE / SELL / BUY AND EFFICIENT TO STORE AND TRANSPORT. YES THAT'S A LOT TO CONSIDER. NO IT'S NOT EASY!

OUR VALUES?

- 👑 WE AS RIDERS WOULD USE PEATY'S PRODUCTS OURSELVES
- 👑 CAPABLE OF HELPING OUR ATHLETES REACH THE TOP STEP OF THE PODIUM
- 👑 AS ECO-FRIENDLY AS POSSIBLE WITHOUT COMPROMISING ON PERFORMANCE
- 👑 USER FRIENDLY PRODUCTS MEANING LESS TIME MAINTAINING AND MORE TIME RIDING
- 👑 KEEP IT FUN
- 👑 KEEP IT REAL
- 👑 RIDE YOUR BIKE!





WHAT IS ECO FRIENDLY?

BEING ECO-FRIENDLY ISN'T JUST ABOUT MAKING PRODUCTS COMPOSTABLE, USING BAMBOO AND HEMP, IT'S ABOUT CREATING PRODUCTS THAT PEOPLE VALUE, AND DON'T WANT TO THROW AWAY AFTER THE FIRST USE.

FOR OUR BOTTLES, WE ONLY USE RECYCLABLE PLASTICS AND ENCOURAGE REFILLING AND REUSING PACKAGING. IN THE CASE OF OUR SEALANT RANGE, WE HAVE DESIGNED THE PACKAGING WITH THE ABILITY TO REFILL AND RE-USE IN MIND: 120ML CAN BE EASILY REFILLED FROM A 1L BOTTLE, 1L BOTTLE CAN BE REFILLED FROM A 5L TUB AND SO ON....

WE ENSURE OUR FORMULAS ARE READILY BIODEGRADABLE WHERE POSSIBLE AND USE RECYCLED PAPER/CARD IN THE PACKAGING OF OUR PRODUCTS.



SOME SPECIFIC EXAMPLES OF OUR EFFORTS ARE:

- WE DESIGNED A FULLY BIODEGRADABLE CARDBOARD TRIGGER HOLDER IN-HOUSE TO REMOVE THE NEED TO USE SINGLE-USE SHRINK WRAPPING. WE HAVE EVEN RELEASED THIS DESIGN FOR FREE TO ENCOURAGE OTHER COMPANIES TO ALSO MOVE AWAY FROM SINGLE-USE PLASTICS.
- BIODEGRADABLE GLITTER IN OUR SEALANT. NO NASTY POLYMER MICROFIBRES OR MICROBEADS.
- SYNTHETIC SEALANT – NATURAL RUBBER IS CAUSING VAST DEFORESTATION AND REQUIRES NASTY CHEMICALS LIKE AMMONIA TO KEEP IT IN SUSPENSION.
- REFILLABLE AND REUSABLE SEALANT TRAIL POUCH – EASILY REFILLABLE USING THE FLEXIBLE PIPE INCLUDED WITH THE 1L WORKSHOP BOTTLE.
- 5L AND 25L PUMP TUB SEALANT PACKAGING FOR WORKSHOPS AND RACE TEAMS – PREVIOUSLY WORKSHOPS WOULD USE MULTIPLE SINGLE-USE BOTTLES.
- ALL-CARDBOARD, COMPLETELY RECYCLABLE / BIODEGRADABLE CONVERSION KIT PACKAGING MADE FROM A MINIMUM 70% RECYCLED CONTENT.
- ALL-CARDBOARD, COMPLETELY RECYCLABLE / BIODEGRADABLE GIFT PACKS... NO SINGLE-USE SHRINK WRAPPING HERE!
- VALVES FOR LIFE GUARANTEE ON OUR TUBELESS VALVES AND AN INCREASE TO 7075 GRADE ALUMINIUM FROM 6061 TO ENSURE THEY LAST FOR AS LONG AS POSSIBLE.
- BIODEGRADABLE FOAMING DRIVETRAIN DEGREASER.
- BIODEGRADABLE LOAMFOAM BIKE CLEANER WITH INTEGRATED 200ML REFILL LINE TO MAKE REFILLING WITH LOAMFOAM CONCENTRATE AS EASY AS POSSIBLE.
- TO ENCOURAGE THE RE-USE OF OUR LOAM FOAM SPRAY BOTTLES, WE HAVE DEVELOPED A CONCENTRATE CLEANER WHERE ONE LITRE OF CONCENTRATE CREATES FIVE LITRES OF DILUTED FLUID.
- WHERE POSSIBLE, WE USE TRANSPARRENT PLASTICS WHICH ARE EXTREMELY ROBUST AND MORE EASILY RECYCLED INTO HIGHER GRADE POST-CONSUMER MATERIALS DUE TO THEIR NEUTRAL COLOUR. OPAQUE PLASTICS ARE OFTEN REJECTED FROM RECYCLING PLANTS AS THE MAKEUP OF THE PLASTIC CAN NOT BE DETECTED.

TUBELESS SEALANT



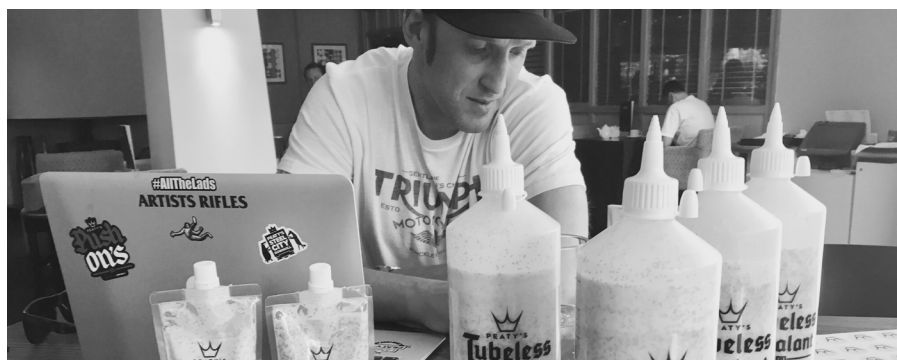
WHAT IS PEATY'S TUBELESS SEALANT

OUR TUBELESS SEALANT IS AN AMMONIA-FREE, NON-HAZARDOUS, NON-TOXIC, SYNTHETIC LATEX-BASED TUBELESS TYRE COMPOUND. OUR SEALANT LASTS UP TO 6 MONTHS IN THE TYRE IN TEMPERATE CLIMATES, WON'T BALL UP AND IS EASILY WASHED OUT WITH WATER.

OUR LIGHTWEIGHT FORMULA SEALS QUICKLY AND EFFECTIVELY, WHILE OUR BIODEGRADABLE GLITTER PLATELETS TAKE CARE OF HOLES AND TEARS UP TO 6MM AND ADDED CORROSION INHIBITORS PREVENT DEGRADATION OF TYRES AND RIMS.

KEY FEATURES

- 👑 CO2 COMPATIBLE
- 👑 SEALS UP TO 6MM HOLES
- 👑 OPERATING PRESSURE: 15 TO 120 PSI
- 👑 OPERATING TEMPERATURE: -20°C TO +50°C
- 👑 SEALS POROUS TYRES AND BEAD/RIM GAPS



HOW DOES TUBELESS SEALANT WORK?

THE BASICS IN SIX STEPS:

1. CENTRIFUGAL FORCE EVENLY COATS INSIDE OF THE TYRE AS THE WHEEL SPINS.
2. YOU GET A PUNCTURE... F*CK!
3. AIR RUSHES OUT OF THE HOLE AND – AT THE SAME TIME – DRIVES THE SEALANT INTO THE HOLE.
4. PLATELETS (THE BLUE BITS) ARE ALSO FORCED INTO THE HOLE AND START TO BUILD UP INSIDE AND BEHIND THE HOLE, SLOWING DOWN THE FLOW OF AIR.
5. TINY PARTICLES WITHIN THE LATEX ARE SQUEEZED TOGETHER INTO A SOLID MASS BY THE PRESSURISED AIR STILL TRYING TO RUSH OUT OF THE HOLE.
6. AS MORE AND MORE LATEX IS FORCED INTO THE BOTTLENECK, IT COAGULATES INTO A CLOT ALONG WITH THE GLITTER PLATELETS (JUST LIKE PLATELETS IN YOUR BLOOD) AND BLOCKS THE HOLE.

THE VISCOSITY

THE VISCOSITY (THICKNESS) OF THE SEALANT ALSO HELPS TO SLOW THE FLOW – LIKE POURING CUSTARD THROUGH A SIEVE. THE HIGHER THE VISCOSITY, THE SLOWER THE SEALANT MOVES THE LARGER HOLE IT WILL NATURALLY BE ABLE TO SEAL WITHOUT ASSISTANCE FROM PLATELETS SLOWING THE AIRFLOW. IT CAN'T BE TOO THICK HOWEVER OTHERWISE IT WON'T BE VERY MOBILE INSIDE THE TYRE WHICH MAKES INITIAL SETUP MORE DIFFICULT.

THE TIGHTROPE

SEALANT FORMULATION IS A FINE BALANCE OF MANY COMPONENTS – LATEX, PLATELET SIZE, SHAPE AND THICKNESS, ANTI-CORROSION INHIBITORS, ANTI-FREEZING AGENTS AND FINALLY VISCOSITY. OUR FORMULA HAS EVOLVED OVER SEVERAL YEARS TO CREATE A FINE BALANCE OF ALL OF THESE COMPONENTS TO WORK FOR NOT ONLY THE PROFESSIONAL CYCLIST OR MECHANIC, BUT ALSO FIRST TIME USERS AND WEEKEND WARRIORS.



WHY DID WE DEVELOP IT?

IT ALL STARTED WITH A RUN OF BAD LUCK AS THE TYRE SEALANT WE WERE USING WOULD DRY OUT QUICKLY AND BALL UP IN OUR TYRES COSTING US SOME VITAL RACE RESULTS WITH PUNCTURES NOT SEALING!

THE FINAL NAIL IN THE COFFIN WAS WHEN A NEWLY FITTED TYRE BLEW OFF, SPRAYING SEALANT OVER THE BACK OF THE UPLIFT TRUCK. BY THE TIME WE HAD REACHED A HOSE PIPE TO WASH IT OFF, IT WAS TOO LATE. THE CHEMICALS USED IN THAT SEALANT FORMULA HAD DAMAGED THE PAINT BEYOND REPAIR.

THIS GOT US THINKING...

👑 WHY IS IT SO AGGRESSIVE AND DAMAGING TO PAINTWORK AND METAL?

👑 WHY DOES SEALANT DRY OUT SO QUICKLY IN THE TYRE?

👑 WHAT IS THIS DOING TO THE ENVIRONMENT EVERY TIME WE WASH OUT A TYRE OR PUNCTURE ON THE TRAIL AND, ARE THERE ANY SAFER AND LONGER LASTING ALTERNATIVES?

MICRO-FIBRES AND MICRO-PLASTICS HAVE A HUGE AN ADVERSE IMPACT ON OUR ENVIRONMENT AND, GIVEN TUBELESS SEALANT WILL ALWAYS INEVITABLY BE WASHED OUT INTO OUR TRAILS AND WATERCOURSES, WE WERE DETERMINED TO FIND ALTERNATIVE PARTICULATES WHICH WERE BIODEGRADABLE.

OVER A FEW BEERS, WE GOT TO WORK ON A FORMULATION AND BEFORE LONG WE ALL ENDED UP IN A GARAGE FILLING SEALANT INTO SAMPLE POUCHES WITH CATHETER SYRINGES!

HEY PRESTO! PEATY'S TUBELESS SEALANT WAS BORN!



HOW TO SETUP TUBELESS

1. SHAKE THE PACKAGING VIGOROUSLY BEFORE EVERY USE TO ENSURE AN EVEN DISTRIBUTION OF PLATELETS.
2. RINSE AWAY ANY OLD SEALANT FROM THE TYRE AND DRY OFF COMPLETELY.
3. SEAT BOTH SIDES OF YOUR TYRE ONTO THE RIM AND INFLATE INITIALLY WITH NO SEALANT, USING A TRACK PUMP, INFLATOR OR COMPRESSOR TO POP THE TYRE BEAD FULLY ONTO THE RIM. IF USING A TRACK PUMP, A GOOD TIP IS TO REMOVE THE VALVE CORE BEFORE INFLATING AS DOING SO ALLOWS A GREATER VOLUME OF AIR INTO THE TYRE AND SO HELPING IT TO SEAT MORE EASILY
4. DEFLATE THE TYRE FULLY, TAKING CARE TO KEEP THE TYRE BEAD FULLY SEATED ON THE RIM.
5. REMOVE THE VALVE CORE FROM THE VALVE AND PUT IT IN A SAFE PLACE (YOU'LL NEED TO PUT IT BACK IN SHORTLY!)
6. WITH THE VALVE AT THE THREE O'CLOCK POSITION, PUSH THE POUCH DIRECTLY ONTO THE VALVE (120ML TRAIL POUCH) OR USE THE FLEXIBLE INJECTOR PIPE PROVIDED (500ML OR 1L WORKSHOP BOTTLE) TO INJECT THE DESIRED AMOUNT OF SEALANT DIRECTLY THROUGH THE DE-CORED VALVE.
7. RE-INSERT THE VALVE CORE AND RE-INFLATE THE TYRE TO DESIRED PRESSURE.
8. WASH AWAY ANY EXCESS SEALANT THAT MAY HAVE FOUND ITS WAY TO THE OUTSIDE OF THE TYRE OR RIM WITH WATER.
9. GO RIDE! THIS WILL DISPERSE THE SEALANT AROUND THE INSIDE OF YOUR TYRE AND RIM SEALING ANY SMALL GAPS.

ECO CONSIDERATION

UNLIKE NON-BIODEGRADABLE MICROBEADS AND MICROFIBRES USED IN MANY OTHER SEALANTS, THE PLATELETS IN OUR SEALANT ARE BIOGLITTER MADE FROM A SPECIAL FORM OF CELLULOSE FROM HARDWOODS, PRIMARILY EUCALYPTUS, SOURCED FROM RESPONSIBLY MANAGED AND CERTIFIED PLANTATIONS OPERATING TO PEFC™ WWW.PEFC.ORG STANDARDS.

THEY WORK LIKE PLATELETS IN YOUR BLOOD, BUILDING UP BEHIND HOLES TO ASSIST THE SEALANT IN SEALING LARGER HOLES IN YOUR TYRE.

WE ALSO USE A SYNTHETIC LATEX INSTEAD OF NATURAL LATEX COMPOUNDS AS IT CAN BE READILY SUSPENDED IN WATER, UNLIKE NATURAL LATEX, WHICH REQUIRES HARSH AMMONIA SOLUTIONS. WHILE THE TERM 'NATURAL LATEX' SOUNDS ECO FRIENDLY, IN REALITY THIS MEANS DEFORESTATION AND INTENSIVE FARMING PRACTICES AND WE HAVE SEEN THIS DESTRUCTION FIRST HAND IN INDONESIAN BORNEO.

TUBELESS SEALANT

120ML TRAIL POUCH – RRP £7.99



WHY DID WE MAKE IT?

WHEN DEVELOPING OUR FIRST SEALANT FORMULA, WE CARRIED DIFFERENT FORMULATIONS IN OUR BAGS TO TEST OUT ON TRAIL.

WITH NO OTHER OPTIONS AVAILABLE AT THE TIME, WE SOON FOUND OURSELVES SLINGING A POUCH IN OUR TRAIL BAG EVEN WHEN WE WERENT TESTING – FOR LONG DAYS OUT IN CASE OF A WET BURP, OR A LARGE PUNCTURE, WHICH REQUIRED A TRAILSIDE TOP UP. THE IDEA STUCK!

THEY WERE LIGHTWEIGHT, REALLY DURABLE, EASY TO USE AND (WITH SOME TWEAKS TO THE NECK DIAMETER) FITTED DIRECTLY ONTO DECORED VALVES.

WE RECENTLY EVOLVED THE TRAIL POUCH FURTHER, MOVING THE SPOUT TO THE SIDE OF THE POUCH. PREVIOUSLY THE SPOUT WAS IN THE CENTRE OF THE POUCH AND IT COULD SOMETIMES BE DIFFICULT TO GET IN PLACE TO USE DIRECTLY ON THE VALVE AS THE SHOULDERS OF THE POUCH COULD CATCH ON NEARBY SPOKES. HAVING THE SPOUT ON THE SIDE KEEPS THE POUCH OUT OF THE WHEEL AND MAKES APPLICATION EVEN EASIER.

IT'S ALL IN THE DETAILS!

TRAIL POUCH KEY FEATURES

- 👑 HANDY SIZE FOR BAG, GLOVEBOX OR TOOLKIT
- 👑 PUSHES STRAIGHT ONTO VALVE STEM
- 👑 TRANSPARENT PACKAGING SO YOU CAN SEE EXACTLY HOW MUCH YOU HAVE LEFT
- 👑 60ML MARKER TO ASSIST WITH MEASUREMENT WHEN INSERTING DIRECT INTO VALVE
- 👑 ROBUST
- 👑 REFILLABLE





WORKSHOP BOTTLE – 500ML RRP £19.99 / 1 LITRE RRP £29.99

TUBELESS SEALANT

WORKSHOP BOTTLE KEY FEATURES

- DESIGNED FOR THE WEEKEND WARRIOR OR HOME WORKSHOP
- TRANSPARENT PACKAGING SO YOU CAN EASILY SEE EXACTLY HOW MUCH YOU HAVE LEFT
- 100ML INCREMENT MARKERS FOR ACCURATE MEASUREMENT STRAIGHT FROM THE BOTTLE
- SPOUT CAP CAN BE CUT TO SIZE DEPENDING ON HOW YOU CHOOSE TO FILL YOUR TYRE
- COMES WITH INTEGRATED BUNG TO STOP SEALANT DRYING OUT IN STORAGE AFTER CAP HAS BEEN CUT
- CUSTOM SIZED FLEXIBLE PIPE, COLOURED TO MATCH THE BIODEGRADABLE PLATELETS IN THE SEALANT ENABLES DIRECT INJECTION OF THE SEALANT INTO THE VALVE
- REFILLABLE FROM LARGER CONTAINERS

WHY DID WE MAKE IT?

WE OBSERVED PROFESSIONAL AND HOME MECHANICS USING SYRINGES AND MEASURING CUPS BECAUSE EXISTING SEALANT PACKAGING WAS OPAQUE SO THEY COULDN'T SEE HOW MUCH THEY WERE ADDING TO THE TYRE IF ADDED STRAIGHT FROM THE BOTTLE.

WE MADE OUR PACKAGING TRANSPARENT WITH MEASUREMENT MARKERS PRINTED DOWN THE SIDE AND MADE CUSTOM FLEXIBLE PIPES SO SEALANT CAN BE PUT DIRECTLY INTO THE TYRE WITHOUT THE NEED FOR MEASURING CUPS OR SYRINGES. SPEEDING UP TUBELESS CONVERSIONS AND REDUCING TIDY UP TIME.



TUBELESS SEALANT

WORKSHOP PUMP TUB – 5 LITRE RRP £124.99 / 25 LITRE RRP £499.99



WHY DID WE MAKE IT

WE NOTICED THAT WORKSHOPS AND RACE TEAMS WERE GOING THROUGH A LOT OF BOTTLES OF 1L SEALANT, PRODUCING A LOT OF WASTE. A LARGER VOLUME PACKAGING WITH LESS-MESS PUMP APPLICATION MADE PUMPING DIRECT INTO THE TYRE OR REFILLING BOTTLES A BREEZE

KEY FEATURES

- 👑 LARGE VOLUME FOR PROFESSIONAL WORKSHOPS OR RACE TEAMS
- 👑 FULLY SERVICEABLE PUMP DOES APPROXIMATELY 20ML PER PUMP





WIDTHS – 21MM / 25MM / 30MM / 35MM
LENGTHS – 9M RRP £15.00 / 50M RRP £45 TO £52.50

RIMJOB RIM TAPE

KEY FEATURES

- DESIGNED BY PRO RIDERS, MECHANICS AND SCIENTISTS, PEATY'S RIMJOB HAS BEEN DEVELOPED FROM THE GROUND UP AS A BICYCLE RIM TAPE
- THE SUPER HIGH-TENSILE TAPE IS PRIMED WITH A BESPOKE ADHESIVE THAT HOLDS STRONG YET LEAVES A MINIMAL MESS WHEN REMOVED
- AN OPTIMUM AMOUNT OF STRETCH AND A LARGE, RIGID RECYCLABLE CORE ALLOWS THE TAPE TO BE PULLED AND APPLIED WITH TENSION, CONTOURING YOUR RIM TIGHTLY FOR A BETTER FIT
- TRANSLUCENT DESIGN MAKES FINDING THE VALVE HOLE AND SERIAL NUMBERS EASY
- AVAILABLE IN 9M AND 50M ROLLS



WHY DID WE MAKE IT?

LET'S FACE IT, BICYCLE RIM TAPE HAS BEEN TERRIBLE FOR YEARS!

AFTER SEVERAL MONTHS OF SELLING SEALANT, WE FOUND 90% OF CUSTOMER SERVICE ENQUIRIES ENDED UP WITH AN ISSUE WITH THE VALVES OR TAPE. WE KNEW WE HAD TO MAKE SOMETHING BETTER FOR OURSELVES SO PEOPLE WOULD HAVE LESS ISSUES AND HAVE AN OVERALL BETTER EXPERIENCE WITH OUR SEALANT.

EVERY ASPECT OF THIS TAPE IS DESIGNED WITH PURPOSE FROM THE BESPOKE SMOKED ADHESIVE TO THE WIDE GAUGE CORE FOR EASE OF APPLICATION. THIS IS THE BEES KNEES!

WE THOUGHT IT WOULD BE EASY... WE WANTED A SUPER STRONG ADHESIVE, THE ABILITY TO PRINT ONTO THE TAPE AND HAVE A GOOD STRETCH (ENABLING IT TO STRETCH EASILY INTO THE RIM BED).

WE FOUND A VERY STRONG ADHESIVE BUT THIS WAS SO STRONG THAT IT WAS PULLING OFF THE PRINT FROM THE TOP SIDE OF THE TAPE! REDUCING THE STRENGTH OF THE ADHESIVE REDUCED THE PERFORMANCE OF THE TAPE. REMOVING THE PRINT LOOKED DULL.

WE WERE STUCK!

WE FINALLY HAD A EUREKA MOMENT WHEN WE APPLIED PRINT TO THE UNDER-SIDE OF A CLEAR TAPE, THEN APPLYING A DYED ADHESIVE OVER THE TOP OF THAT. THIS MEANT THAT WE COULD USE ANY ADHESIVE WE LIKED, DYE IT ANY COLOUR WE LIKED AND AND PRINTED LOGOS WOULD NOT BE SCRATCHED OFF FROM THE TOP MEANING THE TAPE WILL LOOK AS GOOD THE DAY YOU COME TO TAKE IT OFF AS THE DAY YOU PUT IT ON.

WHY DO YOU USE A PLASTIC CORE INSTEAD OF CARDBOARD?

THIS IS A GREAT EXAMPLE OF USABILITY VS. SUSTAINABILITY. A BIG PIECE OF FEEDBACK WE RECEIVED WHEN RESEARCHING RIM TAPES WAS THAT THE CORE SIZE OF SOME POPULAR TAPES ON THE MARKET WAS TOO SMALL. THIS MEANS YOU CAN ONLY FIT ONE FINGER INSIDE THE TAPE AND PREVENTS YOU FROM ACHIEVING THE TENSION REQUIRED TO PROPERLY STRETCH IT INTO THE RIM BED. MAKING A LARGER DIAMETER CORE WAS A SIMPLE SOLUTION TO THIS AND OUR NATURAL FIRST STEP WAS TO MAKE THIS CORE OUT OF CARDBOARD. THE PROBLEM WITH CARDBOARD IN THIS INSTANCE IS THAT IT EASILY COLLAPSES AND DEFORMS AROUND YOUR HAND AS SOON AS YOU APPLY TENSION TO THE TAPE, MAKING APPLICATION OF THE TAPE EITHER VERY AWKWARD OR IMPOSSIBLE. THE BEST SOLUTION WE FOUND ALL-ROUND WAS TO USE A LARGE DIAMETER CORE MADE FROM RIGID RECYCLABLE HDPE.

KEY FEATURES

- ☞ NINE CHRIS KING COLOURWAYS... AND BLACK!
- ☞ SMOKED BLACK VALVE CORES
- ☞ CUSTOMERS BENEFIT FROM THE VALVE FOR LIFE SCHEME
- ☞ MADE FROM LIGHTWEIGHT ANODISED 7075 ALUMINIUM
- ☞ AVAILABLE IN 42 AND 60MM LENGTHS
- ☞ FITS MOST ROAD, GRAVEL AND MTB TUBELESS RIMS INCLUDING CARBON, ENDURO AND DH RIMS
- ☞ THE LARGE, SOFT RUBBER BASE EASILY CREATES AN AIRTIGHT SEAL ON VALVE HOLES UP TO 8MM IN DIAMETER
- ☞ THE INTEGRATED VALVE CORE REMOVER CAPS MAKE REMOVING THE VALVE TO TOP UP SEALANT A BREEZE, WHETHER IN THE WORKSHOP OR ON THE TRAILS
- ☞ CHUNKY FLAT SIDED LOCK RING MAKES TIGHTENING THE THREAD A BREEZE
- ☞ RUBBER O-RING TO PREVENT THE LOCK RING FROM SCRATCHING YOUR RIM



WHY DID WE MAKE THEM?

HAVE YOU EVER SEEN A TOP-SPEC CARBON RIM WITH A STANDARD BRASS VALVE AND PLASTIC VALVE CAP? TERRIBLE ISN'T IT!

AFTER SEVERAL MONTHS OF SELLING SEALANT, WE FOUND A LOT OF CUSTOMER SERVICE ENQUIRIES WERE FROM PEOPLE WHO WERE STRUGGLING TO KEEP PRESSURE IN THEIR TYRE ON INITIAL SETUP. HAVING WORKED THROUGH PROCESSES OF ELIMINATION, 90% OF THE TIME FOUND THE ISSUE WAS WITH THE VALVES OR TAPE (AND THE REST OF THE TIME THEY SIMPLY HADN'T PUT ENOUGH SEALANT IN!). WE KNEW WE HAD TO MAKE A BETTER TUBELESS VALVE FOR OURSELVES SO PEOPLE WOULD HAVE LESS ISSUES DURING SETUP, AND ULTIMATELY HAVE AN OVERALL BETTER EXPERIENCE WITH OUR SEALANT.

THE CHERRY ON TOP FOR THE TUBELESS VALVE WAS INCORPORATING A VALVE CORE REMOVER INTO THE VALVE CAP. NATURALLY EVOLVING FROM OUR INVENTION OF THE TRAIPOUCH, WE THEN NOTICED WE NEEDED TO CARRY A VALVE KEY EVERYWHERE WITH US TO BE ABLE TO TOP UP DIRECT INTO THE VALVE USING THE POUCH. HEY I KNOW, LET'S PUT THE VALVE CORE REMOVER INTO THE VALVE CAP. BOOM.

WHERE SOME TUBELESS VALVES HAVE A RUBBER BASE BONDED TO THE BASE OF THE STEM, OUR VALVE IS FULLY DISASSEMBLABLE AND SERVICEABLE.

VALVES FOR LIFE?

THE BEST WAY TO MAKE A PRODUCT ECO-FRIENDLY IS TO MAKE SOMEONE WANT TO KEEP IT FOR THE REST OF THEIR LIFE AND NOT THROW IT AWAY. MADE FROM PREMIUM 7075 ALUMINIUM, WE STAND BEHIND THE QUALITY OF OUR VALVES SO MUCH THAT IF ANYONE MANAGES TO BREAK THEM THEN WE'LL REPLACE THE PART FREE OF CHARGE.

WHY CHRIS KING?

WITH DESIGN, SUSTAINABILITY & QUALITY RUNNING RIGHT TO THE CORE, THERE'S ONLY ONE COMPANY WE COULD WORK WITH ON OUR VALVE COLOURS – CHRIS KING!

WITH OUR VALVES FOR LIFE GUARANTEE AND THEIR STUNNING COLOURWAYS YOUR BIKE IS IN FOR A REAL TREAT FOR YEARS TO COME.



ROAD & CX / XC & URBAN / DH & ENDURO / DH WIDE
RRP £44.99 / RRP £49.99 / RRP £49.99 / RRP £49.99

TUBELESS CONVERSION KIT

KEY FEATURES

- 👑 EVERYTHING YOU NEED TO RUN A FULLY-OPTIMISED TUBELESS SETUP
- 👑 INCLUDES PEATY'S RIMJOB RIM TAPE, BLACK TUBELESS VALVES AND TUBELESS SEALANT
- 👑 PRESENTED IN SPECIALLY-DESIGNED RECYCLED PACKAGING WITH A HANDY SETUP GUIDE ON THE BOX AND QR LINKS TO STEP BY STEP VIDEOS FOR EACH STAGE OF INSTALLATION
- 👑 IDEAL FOR RIDERS WANTING TO SPEND MORE TIME ON THE BIKE AND LESS TIME FIXING PUNCTURES
- 👑 AVAILABLE IN 4 FLAVOURS:

ROAD/CYCLOCROSS

21MM TAPE / 60MM VALVES / 120ML SEALANT

XC/URBAN

25MM TAPE / 42MM VALVES / 240ML SEALANT

DH/ENDURO

30MM TAPE / 42MM VALVES / 240ML SEALANT

DH WIDE

35MM TAPE / 42MM VALVES / 240ML SEALANT



WHAT

TWO-PART FULLY BIODEGRADABLE PACKAGING EXPERIENCE USING PROGRESSIVE DISCLOSURE AS A DESIGN PRINCIPAL THROUGHOUT – PRESENTING THE USER WITH INFORMATION OR PARTS IN THE ORDER THEY NEED THEM.

TAKING INSPIRATION FROM THOSE AMAZING BOOKS WITH HIDDEN HIP FLASKS OF WHISKEY INSIDE, THE INNER PART OF THE PACKAGING IS A FOLDED BOOK WITH SIMPLE LANGUAGELESS STEP BY STEP ILLUSTRATIONS ON THE OUTSIDE.

THE KEY STEPS BEING 1. TAPE 2. VALVE 3. SEAL.

MANY OF OUR DISTRIBUTORS (UNDERSTANDABLY) ASK FOR OUR PACKAGING TO BE PRINTED IN THEIR NATIVE LANGUAGE HOWEVER, DUE TO THE LACK OF SPACE AVAILABLE, IT WOULD BE FINANCIALLY UNVIALE FOR US TO PRINT SEPARATE PACKAGING FOR EVERY REGION WE SELL IN. FOR THIS REASON IT WAS REALLY IMPORTANT THAT THE ILLUSTRATIONS ON THE OUTSIDE OF THE PACKAGING WERE EASY TO FOLLOW AND LANGUAGELESS.

INSIDE THE BOOK THERE IS A WEB-ADDRESS LINK TO SUBTITLED YOUTUBE VIDEOS OF THE BIG MAN HIMSELF GUIDING YOU THROUGH STEP BY STEP. EACH PRODUCT IS ALSO NEATLY AND INDIVIDUALLY NESTED INTO THE PACKAGING – READING LEFT TO RIGHT – WITH CLEAR 1... 2... 3... STEPS CORRESPONDING WITH THE VIDEO STEPS.

FURTHER TO VIDEO INSTRUCTIONS, THERE IS ALSO A LINK ON THE PACKAGING TO WRITTEN STEP BY STEP INSTRUCTIONS ON OUR WEBSITE. THIS ENABLES THE USER EASILY CONVERT THE INSTRUCTIONS INTO THEIR NATIVE LANGUAGE – MOST WEB BROWSERS DO THIS AUTOMATICALLY USING SERVICES LIKE GOOGLE TRANSLATE.

WHY DID WE MAKE IT?

THERE'S LOADS OF DIFFERENT WAYS OF SETTING UP TUBELESS! MOST METHODS ARE MESSY AND REQUIRE A COMPRESSOR OR PRE-PRESSURISED AIR CANISTER. WE WORK WITH WORLD CUP MECHANICS WHO KNOW HOW TO DO THIS BEST SO WE WANTED TO WALK OUR CUSTOMERS THROUGH THE BEST METHOD POSSIBLE, USUALLY ONLY REQUIRING A TRACK PUMP AND WITH NO MESS.

WE WANTED TO TEACH OUR CUSTOMERS HOW TO DO THIS IN THE CLEAREST WAY POSSIBLE, STEP BY STEP, IN THE MOST ENVIRONMENTALLY FRIENDLY PACKAGING AS POSSIBLE. NO EASY TASK!

OTHER CONVERSION KITS HAVE PRODUCTS THROWN CARELESSLY IN A PLASTIC BAG WITH POORLY PRINTED, HARD TO FOLLOW INSTRUCTIONS. THIS IS THE EASIEST / QUICKEST / CHEAPEST OPTION, BUT WHERE'S THE FUN IN THAT?!

CARDBOARD TRIGGER HOLDER



WHAT IS IT?

IT'S PROBABLY NOT SOMETHING ANYONE REALLY EVER THINKS ABOUT, BUT WHEN SELLING BOTTLES OF LIQUID THAT COME WITH SPRAY TRIGGERS, THINGS CAN GET PRETTY COMPLICATED IN THE LOGISTICS DEPARTMENT.

IDEALLY WE'D SHIP THE TRIGGER ALREADY ATTACHED TO THE BOTTLE RIGHT? ABSOLUTELY! MUCH EASIER FOR YOU, THE USER, TO USE STRAIGHT AWAY, AND LESS WASTE IN BLANKING CAPS AND BUNGS. THIS WOULD BE OUR PREFERENCE TOO (THOSE CAPS AND BUNGS COST MONEY YOU KNOW!).

IT TURNS OUT TRIGGER SPRAYERS ARE PRETTY TERRIBLE THINGS AT BEING SHIPPED AROUND. IF THEY BREAK, THE CONTENTS OF THE BOTTLE ARE SOON SOAKING EVERYTHING AROUND IT. NOT SOMETHING COURIERS ARE TOO HAPPY WITH – ESPECIALLY WHEN SHIPPING SOAPS AND DEGREASERS!

FOR THIS REASON COURIERS AND ONLINE RETAILERS DEMAND THAT BOTTLES ARE EITHER DOUBLE BAGGED TO PREVENT LEAKAGES, OR BLANK-CAPPED AND THE TRIGGER IS HELD SEPARATELY.

WHAT ARE THE OPTIONS?

NOT MANY GOOD ONES!

SELLOTAPE – NOT A BAD OPTION BUT LOOKS A BIT BUDGET AND WHEN USED ON WAXY HDPE BOTTLES THE TAPE TENDS TO PEEL OFF.

SHRINK WRAP – PROBABLY THE MOST COMMON OPTION, BUT CAN BE QUITE SLOW TO APPLY IN A PRODUCTION LINE AND COSTLY WHEN YOU CONSIDER THE COST OF THE SLEEVE AND HEATING MACHINE.

NOTHING – AS AN EXPERIMENT WE ACTUALLY TRIED SHIPPING BOTTLES WITH NO ATTACHMENT AT ALL BY SHIPPING THE TRIGGER LOOSE WITH THE BOTTLES. THIS RELIES ON RETAILERS (OR WAREHOUSE PICKERS / PACKERS IF SOLD ONLINE) TO REMEMBER TO INCLUDE THEM. UNFORTUNATELY, THEY DON'T ALWAYS REMEMBER!

SINGLE USE PLASTICS

A SHRINK WRAP IS THE DEFINITION OF A SINGLE-USE PLASTIC. USED ONLY ONCE BEFORE THEY ARE THROWN AWAY OR RECYCLED. OFTEN OF NEGLIGIBLE IMPORTANCE OR USED FOR AESTHETIC OR PURE CONVENIENCE RETAIL PURPOSES, THESE ITEMS MAKE UP HALF OF THE 300 MILLION TONS OF PLASTIC WE THROW AWAY EACH YEAR AND ARE THE LOW HANGING FRUIT TO BE SOLVED WITH MORE EASILY RECYCLABLE / BIODEGRADABLE ALTERNATIVES.

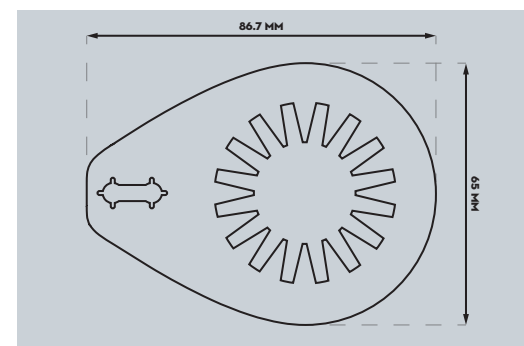
WHAT HAVE YOU DONE THEN?

WE LOVE OUR RECYCLED RAW CARD HERE AT PEATY'S SO WE STARTED TO DESIGN OUR OWN SOLUTION.

SEVERAL MONTHS, SEVEN DESIGN REVISIONS AND MANY PACKING TRIALS FURTHER DOWN THE LINE WE'VE FINALLY FOUND WHAT WE'VE BEEN LOOKING FOR:

- 👑 CHEAP AND SIMPLE TO PRODUCE
- 👑 100% RECYCLABLE AND BIODEGRADABLE
- 👑 EASY TO APPLY OVER THE TOP OF A PRE-CAPPED BOTTLE
- 👑 FLEXIBILITY TO FIT 500ML AND 1L BOTTLE WIDTHS
- 👑 STRONG ENOUGH TO DO THE JOB AND NOTHING MORE

RATHER THAN PUT A PATENT OR DESIGN REGISTRATION ON THIS DESIGN – AND ULTIMATELY RESTRICT OTHER COMPANIES FROM MOVING AWAY FROM SHRINK WRAPPING – WE DECIDED TO GIVE THIS DESIGN AWAY FOR FREE FOR ANYONE TO USE!





1 LITRE – RRP £10.00 / 5 LITRE – RRP £29.99 / 25 LITRE – RRP £120.00

LOAMFOAM

WHY DID WE MAKE IT?

HAVE YOU EVER SPENT £10 ON A BOTTLE OF CLEANER ONLY TO WATCH IT DRIBBLE OFF THE BIKE AND ONTO THE FLOOR? WASTE OF MONEY ISNT IT?

THERE'S TWO OPTIONS WHEN FORMULATING A CLEANER:

- 👑 MAKE IT STRONGER CHEMICALLY. THIS METHOD CAN MAKE A POWERFUL CLEANER VERY EASILY HOWEVER THIS ALSO INCREASES WARNING LABELS, REDUCE ENVIRONMENTAL FRIENDLINESS, INCREASES IMPORT TARIFFS AND INCREASES SHIPPING COSTS – NOT TO MENTION INCREASE THE RISK OF DAMAGING PAINT AND ANODISING FINISHES ON YOUR BIKE!
- 👑 MAKE IT STICK TO THE DIRT SO IT CLEANS FOR LONGER.

OPTING FOR OPTION 2, WE ADDED ORGANIC GELLING AGENTS TO AN ALREADY POWERFUL BLEND OF CUTTING-EDGE SURFACTANTS TO CREATE A MINTY FRESH, PROFESSIONAL-GRADE, BIODEGRADABLE CLEANER THAT IS TOUGH ON DIRT YET SAFE TO USE ON ALL BIKE SURFACES INCLUDING CARBON, BRAKE PADS AND DISKS.

APPLICATION

SIMPLY APPLY PEATY'S LOAM FOAM LIBERALLY TO DIRTY SURFACES, WAIT FOR 3 – 5 MINUTES AND BLAST OFF WITH CLEAN WATER. STUBBORN DRIED-ON DIRT MAY NEED TO BE PERSUADED WITH A SOFT BRISTLED BRUSH THEN RINSED OFF WITH COLD WATER.

THE FOAM CANNON

WE WANTED TWO OPPOSING FUNCTIONS WITH SPRAYER – WIDE MIST SPRAY FOR FULL BIKE COVERAGE AND FOAM MODE FOR FILLING HARD-TO-REACH AREAS SUCH AS SUSPENSION LINKAGES AND FORK BRACES

WHAT

- 👑 PROFESSIONAL-GRADE, BIODEGRADABLE CLEANER THAT'S TOUGH ON DIRT AND SMELLS MINTY FRESH
- 👑 SAFE TO USE ON ALL BIKE SURFACES INCLUDING CARBON, BRAKE PADS AND DISCS
- 👑 USES ORGANIC GELLING AGENTS AND ACTIVE CLEANING COMPOUNDS THAT CLING TO YOUR BIKE FOR LONGER
- 👑 TWIN-FUNCTION FOAM CANNON SPRAYS IN MIST AND FOAM MODES
- 👑 REUSABLE AND RECYCLABLE HDPE BOTTLE WITH SINGLE BLACK PRINT
- 👑 200ML REFILL LINE PRINTED ON THE BOTTLE TO MAKE REFILLING WITH CONCENTRATE EASIER



LOAMFOAM CONCENTRATE

1 LITRE RRP £19.99 / 5 LITRE RRP £79.99



WHY DID WE MAKE IT?

WE WANTED TO REDUCE OUR ENVIRONMENTAL IMPACT BY SHIPPING LESS WATER AND TO ENCOURAGE USERS TO REFILL THEIR EXISTING LOAMFOAM BOTTLES WITH CONCENTRATE.

WE NOTICED MOST CONCENTRATE CLEANERS HAVE NO METHOD OF MEASURING OUT THE CONCENTRATE FLUID INTO EMPTY BOTTLES SO PRINTED MEASURING GUIDES ONTO BOTH THE CONCENTRATE BOTTLE AND STANDARD 1L LOAMFOAM BOTTLES TO MAKE FILLING UP WITH CONCENTRATE AS EASY AS POSSIBLE!

MIXING INSTRUCTIONS

- 👑 POUR 200ML OF LOAMFOAM CONCENTRATE INTO AN EMPTY LOAMFOAM SPRAY BOTTLE, USING THE MARKERS PROVIDED
- 👑 TOP UP THE BOTTLE WITH FRESH COLD WATER, UP TO THE SHOULDER OF THE BOTTLE
- 👑 REPLACE THE SPRAYER AND TIGHTEN UNTIL FIRM
- 👑 SHAKE THE BOTTLE VIGOROUSLY UNTIL FULLY MIXED
- 👑 YOU'RE READY TO GO!

1 LITRE KEY FEATURES

- 👑 A CONCENTRATED VERSION OF OUR MUCH-LOVED LOAMFOAM CLEANER
- 👑 GREAT VALUE FOR THE CONSUMER
- 👑 ONCE DILUTED, YOU WILL GET THE SAME FOAMY CLEANING POWER AS OUR READY-MIXED LOAMFOAM
- 👑 ONE LITRE OF LOAMFOAM CONCENTRATE MAKES FIVE LITRES OF LOAMFOAM BIKE CLEANER
- 👑 USES 80% LESS PLASTIC COMPARED TO USING THE EQUIVALENT NUMBER OF PRE-DILUTED BOTTLES OF LOAMFOAM
- 👑 200ML FILL LINES ON THE BOTTLE TO ASSIST MEASURING
- 👑 TAKES UP MUCH LESS SPACE IN YOUR WORKSHOP

5 LITRE KEY FEATURES

ALL OF THE SAME BENEFITS OF THE 1 LITRE VERSION BUT:

- 👑 FIVE LITRES OF LOAMFOAM CONCENTRATE MAKES TWENTY FIVE LITRES OF LOAMFOAM BIKE CLEANER
- 👑 USES 92% LESS PLASTIC COMPARED TO USING THE EQUIVALENT NUMBER OF PRE-DILUTED BOTTLES OF LOAMFOAM
- 👑 TAP CAP INCLUDED WITH EVER TUB TO MAKE REFILLING BOTTLES SUPER QUICK AND EASY





500ML RRP £10.00 / 1 LITRE RRP £14.99

FOAMING DRIVETRAIN DEGREASER

WHY DID WE MAKE IT?

WE RIDE OUR BIKES A LOT AND IN THE UK AND THAT MEANS A LOT OF MUD! REGULARLY DEGREASING YOUR CHAIN WITH STRONG AND UNSPECIFIC DEGREASERS CAN FIND ITS WAY INTO AND READILY STRIP GREASE OUT OF HUBS, BOTTOM BRACKETS AND OTHER BEARINGS AND INCREASE SERVICE FREQUENCIES.

WE WANTED A FOAMING DRIVETRAIN DEGREASER THAT WOULD READILY STRIP OILS AND GREASES OFF THE CHAIN BUT NOT DAMAGE SENSITIVE BIKE PARTS AND READILY STRIP THE GREASE OUT OF BEARINGS.

STANDARD WATERY CLEANERS JUST FALL STRAIGHT OFF THE CHAIN AND ONTO THE FLOOR. TAKING LEARNING FROM OUR LOAMFOAM CLEANER, WE WANTED TO INCREASE CONTACT TIME WITH THE OILS AND GRIME SO MAKING A FOAMING DEGREASER WAS A NATURAL PROGRESSION.

WHAT'S THE DIFFERENCE BETWEEN THIS AND YOUR XXX DEGREASER?

WHILE OUR FOAMING DRIVETRAIN DEGREASER IS FORMULATED TO BE AGGRESSIVE ON CHAIN LUBRICANTS AND EVERYDAY DIRT AND GRIME, IT WILL NOT ATTACK WATERPROOF BEARING GREASES. FOR MAXIMUM PUNCH, OUR XXX SOLVENT DEGREASER HAS BEEN FORMULATED TO QUICKLY AND EASILY REMOVE ALL BEARING GREASES, WAXES AND OILS.

SO TO SUMMARISE:

FOAMING DRIVETRAIN DEGREASER FOR REGULAR DRIVETRAIN CLEANING AND DEGREASING WITHOUT STRIPPING PRECIOUS BEARING GREASES.

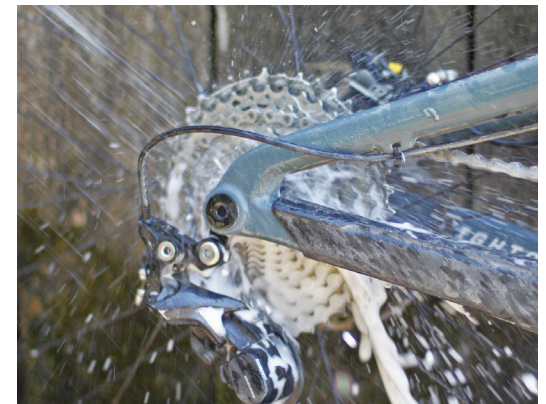
XXX SOLVENT DEGREASER FOR BADASS REMOVAL OF ALL GREASES AND WAXES.

KEY FEATURES

- 👑 HIGH-STRENGTH BIODEGRADABLE FOAMING DRIVETRAIN CLEANER AND DEGREASER
- 👑 POWERFUL DEGREASING ACTION THAT'S KIND TO THE REST OF YOUR BIKE AND THE ENVIRONMENT
- 👑 CLEVER FLIP NOZZLE DESIGN GIVES MIST OR FOAM SPRAYING OPTIONS
- 👑 DESIGNED FOR REGULAR USE WITHOUT STRIPPING PRECIOUS BEARING GREASES
- 👑 FOAM INCREASES CONTACT TIME TO HELP REMOVE DIRT AND OILS

APPLICATION

1. APPLY LIBERALLY TO THE CASSETTE WHILE CYCLING THE CHAIN BACKWARDS, BUILDING UP A THICK LAYER OF FOAM
2. APPLY DIRECTLY TO ANY OTHER AREAS NOT ALREADY COATED SUCH AS CRANK ARMS, DERAILLEUR BODY OR JOCKEY WHEELS
3. RUN THROUGH ALL OF YOUR GEARS SEVERAL TIMES TO AGITATE THE GRIME. THIS CAN BE DONE ON A STAND OR SIMPLY RIDING AROUND SLOWLY
4. AGITATE ANY STUBBORN AREAS WHERE NEEDED THEN LEAVE TO SOAK FOR TWO MINUTES
5. RINSE OFF THOROUGHLY WITH CLEAN WATER
6. DRY THE CHAIN USING A CLEAN CLOTH
7. APPLY PEATY'S LINKLUBE





WHAT IS IT?

OUR UNIQUE TWO-PART FORMULA PENETRATES AND CLEANS DEEP INSIDE YOUR CHAIN, DRIVING OUT MOISTURE, GRIT AND GRIME AND REPLACING THEM WITH UNIQUE BLEND OF OILS AND WAXES. YES, YOU READ THAT CORRECTLY! LINK LUBE ACTUALLY CLEANS YOUR CHAIN AS YOU USE IT!

WHEN LINKLUBE IS FIRST APPLIED TO A USED (BUT SEEMINGLY CLEAN) DRIVETRAIN, THE CHAIN MAY GO BLACK PRETTY QUICK. UH OH, DON'T PANIC! THIS IS ACTUALLY THE LINKLUBE PUSHING OUT GRIME THAT HAS BEEN HIDING AWAY INSIDE YOUR ROLLERS.

SIMPLY KEEP DEGREASING AND RE-APPLYING AND, OVER A FEW RIDES, YOUR CHAIN WILL EVENTUALLY RUN TRULY CLEAN ONCE AGAIN!

TWO-PART? WHAT DOES THAT MEAN?

YOU'LL SEE THAT WHEN YOUR BOTTLE OF LINKLUBE HAS BEEN SAT STILL FOR A WHILE, IT WILL SETTLE WITH THE CLEAR BASE LUBE ON TOP AND A MYSTERY BLUE SECRET SAUCE SLOWLY FALLING TO THE BOTTOM OF THE BOTTLE. FEAR NOT! THIS IS AN IMPORTANT FEATURE WHICH ENABLES OUR LUBE TO BE USED IN ALL WEATHER CONDITIONS.

THE BLUE SECRET SAUCE IS A UNIQUE COMPOUND OF OILS AND WAXES WHICH ARE USUALLY ONLY FOUND INDIVIDUALLY IN EITHER WET OR DRY LUBES. WITH A LOT OF HARD WORK IN THE LAB, WE'VE MANAGED TO BLEND THEM TOGETHER INTO A SINGLE SUPER LUBE WHICH CAN PROVIDE INCREDIBLE LONG-LASTING PROTECTION IN THE WET, WHILE REMAINING UNCHARACTERISTICALLY CLEAN IN DRY AND DUSTY CONDITIONS.

THE CLEAR BASE LUBE IS AN ANTI-CORROSIVE, FAST PENETRATING, WATER DISPLACING OIL WHICH – WHEN SHAKEN UP WITH THE BLUE SECRET SAUCE – WILL FIND ITS WAY INTO EVERY NOOK AND CRANNY OF YOUR CHAIN. ONCE IT REACHES THE INNER DEPTHS OF YOUR CHAIN LINKS, THE BASE OIL WILL DRIVE OUT MOISTURE, GRIT AND GRIME AND LEAVE BEHIND THE SPECIAL SAUCE TO REDUCE FRICTION, REDUCE VIBRATION AND REDUCE DRIVETRAIN NOISE.

MAGIC! ... SORT OF.





120ML RRP £10.00

LINKLUBE

KEY FEATURES

- 👑 TRIPLE DISTILLED, ULTRA-HIGH-SPEED AND MINTY FRESH CHAIN OIL FOR USE IN ALL CONDITIONS
- 👑 UNIQUE 'SHAKE-TO-AWAKE' TWO-PART FORMULA PENETRATES AND CLEANS DEEP INSIDE YOUR CHAIN, DRIVING OUT MOISTURE, GRIT AND GRIME AND REPLACING THEM WITH A PROPRIETARY BLEND OF OILS AND WAXES
- 👑 CLEAR TIP TO THE APPLICATOR CAP SO LUBRICANT CAN BE SEEN FILLING THE CHAMBER JUST BEFORE IT DRIPS OUT
- 👑 ROUNDED TIP TO THE APPLICATOR CAP ROLLS EASILY OVER THE CHAIN WHEN APPLYING
- 👑 UNIQUE TALL AND SLIM BOTTLE IS SHAPED TO FIT LIKE A PEN IN YOUR HAND TO MAKE APPLICATION EASY



APPLICATION

1. ALWAYS FULLY DEGREASE YOUR DRIVETRAIN BEFORE APPLYING FRESH LUBE. FOR BEST RESULTS, USE PEATY'S DRIVETRAIN DEGREASER
2. ENSURE YOU THOROUGHLY WASH YOUR CHAIN WITH CLEAN WATER AFTER DEGREASING (DEGREASER IS DESIGNED TO EAT CHAIN OIL AFTER ALL)
3. REMOVE AS MUCH WATER AS YOU CAN FROM THE CHAIN. FOR BEST RESULTS, USE PT17 GENERAL MAINTENANCE SPRAY
4. GIVE THE BOTTLE A GOOD SHAKE TO EVENLY DISTRIBUTE THE SECRET SAUCE
5. APPLY THE LUBE WHILE CYCLING THE CHAIN BACKWARDS (EBIKES WILL NEED TO BE PEDALLED FORWARDS IN A STAND) ENSURING EVERY LINK IS ADEQUATELY COVERED
6. KEEP CYCLING THE CHAIN FOR 10SECONDS OR SO TO HELP THE LUBE WORK ITS WAY INTO YOUR CHAIN
7. THOROUGHLY WIPE AWAY ALL EXCESS LUBE FROM YOUR CHAIN USING A CLEAN CLOTH (EXCESS OIL ON THE OUTSIDE OF THE CHAIN WILL ATTRACT DUST IN DRY CONDITIONS).

TIPS

FOR WET WEATHER CONDITIONS, LEAVE A SMALL AMOUNT OF LUBE ON THE OUTSIDE OF THE CHAIN FOR LONGER-LASTING PROTECTION.

ON FIRST USE WITH PRE-USED CHAINS, YOU MAY FIND THAT YOUR CHAIN TURNS BLACK - THIS IS THE LINKLUBE DRIVING OUT GRIME FROM DEEP IN YOUR CHAIN. JUST KEEP RIDING, DEGREASING, LUBING AND REPEATING UNTIL YOUR CHAIN RUNS SHINY CLEAN ONCE MORE!

XXX SOLVENT DEGREASER

400ML RRP £7.99



WHAT

PEATY'S XXX SOLVENT DEGREASER IS A POWERFUL, MAXXX STRENGTH, WATER-SOLUBLE AND READILY BIODEGRADABLE SOLVENT DEGREASER AND DE-WAXER, DESIGNED FOR COMPLETE REMOVAL OF BEARING GREASES, WAXES, OILS AND BITUMEN & TAR STAINS. FOR USE ON METALLIC SURFACES BUT ALSO SAFE FOR USE ON CARBON FIBRE AND MANY OTHER PLASTICS AND PAINTED SURFACES.

WE'VE DESIGNED OUR 400ML CAN TO BE SHORT AND GIRTHY TO FIT EASIER INTO YOUR TOOLBOX, WHILE THE RED COLOURED IDENTIFIER RINGS HELP YOU QUICKLY FIND THE CAN YOU WANT AMONGST THE STACK OF AEROSOL CANS YOU ALREADY HAVE.

THE NOZZLE WE HAVE SELECTED FOR THE XXX DEGREASER PRODUCES A DIRECT AND POWERFUL SPRAY WHICH BLASTS THE DEGREASER INTO PARTS AND BLOWS GRASES AND CONTAMINANTS AWAY FROM HARD TO REACH AREAS.



WHY DID WE MAKE IT?

WHEN IT COMES TO SOLVENT DEGREASERS THERE ARE TYPICALLY TWO TYPES, THOSE THAT WILL DESTROY YOUR LUNGS AS WELL AS THE GREASE AND THOSE THAT DON'T REALLY WORK.

THEN THERE ARE THE FULLY NATURAL DEGREASERS THAT MAY WORK FOR LIGHT FILMS OF GREASE BUT COME TO A REAL DEEP CLEAN AND DEGREASE JOB AND YOU ARE LEFT HOLDING YOUR GREASY BALL BEARINGS!

WE WANTED TO MAKE A READILY BIODEGRADABLE DEGREASER THAT RAPIDLY DISSOLVES EVEN MARINE GRADE GREASES AND WAXES BUT IS KIND TO THE ENVIRONMENT AND YOU.

WHAT'S THE DIFFERENCE BETWEEN THIS AND YOUR FOAMING DRIVETRAIN DEGREASER?

WHILE OUR XXX SOLVENT DEGREASER HAS BEEN FORMULATED TO QUICKLY AND EASILY REMOVE ALL BEARING GREASES, WAXES AND OILS, OUR FOAMING DRIVETRAIN DEGREASER IS FORMULATED TO ONLY BE AGGRESSIVE ON CHAIN LUBRICANTS AND EVERYDAY DIRT AND GRIME, BUT WILL NOT ATTACK WATERPROOF BEARING GREASES.

SO TO SUMMARISE:

XXX SOLVENT DEGREASER FOR BADASS REMOVAL OF ALL GREASES AND WAXES.

FOAMING DRIVETRAIN DEGREASER FOR REGULAR DRIVETRAIN CLEANING AND DEGREASING WITHOUT STRIPPING PRECIOUS BEARING GREASES.

APPLICATION

SHAKE CAN THOROUGHLY BEFORE USE. USE A DRIP TRAY WHERE REQUIRED. SPRAY LIBERALLY ON THE DESIGNATED AREA. ALLOW TO REMAIN IN CONTACT WITH THE SURFACE FOR A FEW MINUTES TO PENETRATE AND DISSOLVE CONTAMINANTS THEN RINSE OFF WITH PLENTY OF WATER. BRUSHING OR OTHER FORMS OF AGITATION WILL ASSIST IN EFFECTIVE SOLUBILISATION AND REMOVAL OF STUBBORN DEPOSITS.

KEY FEATURES

- ✎ DISSOLVES OILS, BEARING GREASES AND WAXES
- ✎ READILY BIODEGRADABLE
- ✎ REMOVES BITUMEN, TAR AND ROAD FILM
- ✎ EASILY WASHED AWAY WITH WATER
- ✎ FAST ACTING



400ML RRP £7.99

DISC BRAKE CLEANER

WHAT IS IT?

PEATY'S DISC BRAKE CLEANER IS A UNIQUE, RAPIDLY SPRAYING BLEND OF FAST-DRYING SOLVENTS DESIGNED TO BLAST AWAY CONTAMINANTS SUCH AS DUST, GREASES AND OILS FROM BRAKING COMPONENTS. DESIGNED TO IMPROVE BRAKING PERFORMANCE AND RE-CONDITION TIRED BRAKE PADS. FOR USE ON ALL FUNCTIONAL COMPONENTS IN BRAKE ASSEMBLIES, INCLUDING CALLIPERS, DISCS AND PADS. IT'S ALSO READILY BIODEGRADABLE TOO SO YOU DON'T HAVE TO UNNECESSARILY DAMAGE THE ENVIRONMENT TO HAVE BANGING BRAKE PERFORMANCE!

WE'VE DESIGNED OUR 400ML CAN TO BE SHORT AND GIRTHY TO FIT EASIER INTO YOUR TOOLBOX, WHILE THE YELLOW COLOURED IDENTIFIER RINGS HELP YOU QUICKLY FIND THE CAN YOU WANT AMONGST THE STACK OF AEROSOL CANS YOU ALREADY HAVE.

THE NOZZLE WE HAVE SELECTED FOR OUR DISK CLEANER PRODUCES A DIRECT AND POWERFUL SPRAY WHICH BLASTS THE CLEANER ONTO DISCS, PADS AND INTO CALIPERS, BLOWING CONTAMINANTS AWAY FROM HARD TO REACH AREAS.

WHY DID WE MAKE IT?

MANY DISC BRAKE CLEANERS ARE BASIC ISOPROPYL ALCOHOL SOLUTIONS WHICH DON'T HAVE MUCH POWER WHEN IT COMES TO SHIFTING CERTAIN TYPES OF GRIME – OR – ARE SUPER STRONG BUT SUPER DESTRUCTIVE TO THE ENVIRONMENT, WITH LONG LASTING ADVERSE EFFECTS. WE PUT OUR HEADS TOGETHER WITH SOME OF THE UK'S LEADING CONSULTANTS AND PROFESSIONAL MECHANICS TO COME UP WITH A READILY BIODEGRADABLE YET STRONG AND FAST DRYING FORMULA SPECIFICALLY DESIGNED FOR BIKES WHICH CONTAINS NO ISOPROPYL ALCOHOL (IPA). INSTEAD, IT CONTAINS A COMPLEX BLEND OF POLAR AND NON-POLAR SOLVENTS TO REMOVE BOTH ORGANIC (OILS, GREASES ETC) AND INORGANIC (SALTS, CLAY, SAND ETC) CONTAMINANTS. IPA ITSELF, WHILE BEING GOOD AS A LIGHT DUTY DEGREASER ON ELECTRONIC COMPONENTS, IS A POOR SOLVENT FOR DISSOLVING MANY OIL CONTAMINANTS WHICH OFTEN FIND THEIR WAY ONTO DISC BRAKES.

APPLICATION

PLACE A DRIP TRAY UNDERNEATH THE WORK AREA. SPRAY LIBERALLY ONTO THE SURFACE TO BE TREATED AND ALLOW CONTAMINATED LIQUID TO DRAIN INTO THE TRAY. AGITATION WITH A BRUSH WILL ASSIST IN THE REMOVAL OF STUBBORN CONTAMINATION. BLAST PARTS AGAIN UNTIL ALL CONTAMINATION HAS BEEN REMOVED THEN WIPE AWAY ANY EXCESS DEPOSITS WITH A SOFT ABSORBENT CLOTH. ALWAYS TEST BRAKE OPERATION AFTER CLEANING. ALWAYS DISPOSE OF CONTAMINATED MATERIALS IN A SEALABLE BIN TO PREVENT FIRE RISK.

KEY FEATURES

- 👑 REMOVES DUST, GREASE, OIL AND OTHER CONTAMINANTS
- 👑 SUITABLE FOR USE ON CALLIPERS, PADS AND DISCS
- 👑 IMPROVES BRAKING PERFORMANCE
- 👑 RECONDITIONS BRAKE PADS
- 👑 REDUCES BRAKE SQUEAL
- 👑 FAST EVAPORATING
- 👑 CARBON FRIENDLY
- 👑 IDEAL FOR ALL BIKE TYPES – ROAD, GRAVEL, MTB



PT17 GENERAL MAINTENANCE SPRAY

400ML RRP £6.99



KEY FEATURES

- 👑 READILY BIODEGRADABLE AND PTFE - FREE
- 👑 LUBRICATES AND PROTECTS DRIVETRAIN AND COMPONENTS
- 👑 DISPLACES WATER WITH ANTI-CORROSION INGREDIENTS TO PREVENT FLASH RUST
- 👑 FREES UP SEIZED PARTS
- 👑 LEAVES A LIGHT, LUBRICATING WAX ON THE CHAIN
- 👑 IDEAL TO SPRAY AFTER A RIDE AS A STOP-GAP BEFORE A FULL CLEAN
- 👑 PROPRIETARY FORMULA WITH MINT ESSENTIAL OILS FOR A MINTY FRESH FINISH

WHAT IS IT?

PT17 USES A BLEND OF NEW AND UNIQUE ANTI-CORROSION INHIBITORS PRODUCED FOR PRESERVATION OF MACHINERY USED OUT AT SEA ON OIL RIGS WHICH WILL PREVENT THE DEGRADATION AND OXIDISATION OF CHAINS, BOLTS AND OTHER EXPOSED METALS.

PT17 DEPOSITS A THIN FILM OF FINE, HIGH GRADE OILS TO LUBRICATE AND FURTHER RESIST RUSTING WHICH CAN BE USED TO KEEP BRAKE CALIPERS, GEARS, DROPPER POST LEVERS, MECHS AND OTHER MOVING PARTS RUNNING SMOOTHER FOR LONGER.

WE'VE DESIGNED OUR 400ML CAN TO BE SHORT AND GIRTHY TO FIT EASIER INTO YOUR TOOLBOX, WHILE THE BLUE COLOURED IDENTIFIER RINGS HELP YOU QUICKLY FIND THE CAN YOU WANT AMONGST THE STACK OF AEROSOL CANS YOU ALREADY HAVE.

FOR THE NOZZLE ON OUR PT17 MAINTENANCE SPRAY WE HAVE CHOSEN A DIRECT, HIGH POWERED SPRAYER WITH AN INTEGRATED SHORT DIRECTIONAL STRAW. NO REMOVABLE PLASTIC STRAW TO BE SEEN. WE NOTICED THAT WHILE MOST MAINTENANCE SPRAYS ON THE MARKET DO COME WITH THESE STRAWS, AND THEY'VE BECOME ALMOST AN EXPECTED ADDITION, IN TRUTH THESE STRAWS WERE INITIALLY CREATED FOR SPRAYING INSIDE HOUSEHOLD LOCKS, NOT BICYCLES. THESE STRAWS ARE RARELY USED ON A BICYCLE AND OFTEN LOST WITHIN DAYS OF BUYING A CAN. THE SHORT STUB OF A STRAW ON OUR NOZZLE IS INCREDIBLY DIRECTIONAL AND PROVIDES PERFECT ACCURACY FOR ANY APPLICATION ON A BICYCLE SO LET'S DITCH THE MICROPLASTICS.

WHY DID WE MAKE IT?

A GENERAL MAINTENANCE SPRAY IS AN EVERY-DAY CORNERSTONE OF PROFESSIONAL WORKSHOPS, WORLD CUP MECHANICS AND WEEKEND WARRIORS.

WHETHER YOU'RE LOOKING FOR ADDED CORROSION PROTECTION ON BOLTS, BLASTING WATER OUT OF HARD-TO-REACH AREAS OR YOU JUST DON'T HAVE TIME TO FULLY WASH, DRY AND LUBE YOUR CHAIN STRAIGHT AFTER YOUR RIDE, PT17 IS THE MINTY FRESH PENETRATING CORROSION FIGHTER TO HELP LOOKING AFTER YOUR PRIDE AND JOY.

APPLICATION

SHAKE THOROUGHLY BEFORE USE. SPRAY DIRECTLY ONTO THE COMPONENT OR SURFACE FROM A DISTANCE OF 15 TO 25CM AND LEAVE FOR UP TO 60MINS TO FULLY PENETRATE OR FORM A FILM. CAUTION: DO NOT APPLY TO BRAKE COMPONENTS AND TYRE TREADS!





400ML RRP £7.99

PROTECT & SHINE

WHAT IS IT?

A HIGH QUALITY AND UNIQUE MINT FRAGRANCED SILICONE SPRAY THAT PREVENTS MUD AND DIRT FROM CLINGING TO YOUR FRAME, MAKES CLEANING EASIER AND KEEPS YOUR BIKE LOOKING GREAT AND YOUR SUSPENSION RUNNING SMOOTHLY.

A FORGOTTEN AREA OF AN AEROSOL IS THE NOZZLE CAP WHICH DISPERSES THE PRODUCT. THESE NOZZLES CAN COME IN HUNDREDS OF DIFFERENT SPRAY PATTERN OPTIONS FROM A WIDE 'CONE-LIKE' SPRAY (CREATING AN EVEN MIST OF PRODUCT) TO A NARROW, DIRECT JET OF PRODUCT. TYPICALLY FOR A POLISH TYPE SPRAY, YOU WOULD CHOOSE A WIDE SPRAY PATTERN TO ACHIEVE AN EVEN LAYER OF PRODUCT ON THE FRAME. DURING OUR PRODUCT TESTING HOWEVER, WE OBSERVED THAT WITH A WIDE SPRAYING NOZZLE, USERS WOULD THEN SPRAY THE PRODUCT DIRECTLY ONTO THEIR FRAME, WHICH CAN EASILY CAUSE CONTAMINATION ISSUES WITH BRAKE PADS. THE BEST WAY OF AVOIDING CONTAMINATION IS TO SPRAY THE POLISH INTO A CLOTH FIRST AND THEN APPLY TO THE FRAME. TO INFLUENCE USERS TO FOLLOW THIS METHOD RATHER THAN DIRECTLY TO THE BIKE, WE CHOSE A FAR MORE DIRECT ACCURATE SPRAY NOZZLE.

THE DIRECT NOZZLE APPLIES A POWERFUL, ACCURATE AND DIRECT JET OF PRODUCT RIGHT TO WHERE YOU NEED, SIGNIFICANTLY REDUCING THE CHANCES OF OVER-SPRAY AND REMOVING THE NEED FOR EXTENSION STRAWS.

WHY DID WE MAKE IT?

BIKES LOOK BETTER AND RUN FASTER WHEN THEY ARE WELL MAINTAINED AND CLEAN. SILICONE SPRAY HAS BEEN USED FOR YEARS IN PROFESSIONAL RACING AS A WAY TO PREVENT MUD AND GRIME FROM BUILDING UP ON THE BIKE AND WEIGHING YOU DOWN.

SILICONE SPRAY CAN ALSO BE USED ON SUSPENSION STANCHEONS TO KEEP SUSPENSION RUNNING SLIPPERY SMOOTH AND ON SEALS TO PREVENT PREMATURE RUBBER DEGRADATION.

WE WANTED TO BRING TO OUR RANGE A HIGH QUALITY DETAILING SPRAY THAT CAN MAKE YOUR BIKE LOOK AND FEEL SHOWROOM FRESH AND WOULD REPEL MUD AND GRIME, KEEPING A RACE READY STEED ALL YEAR ROUND.

APPLICATION

SHAKE THOROUGHLY BEFORE USE. APPLY FROM A DISTANCE OF 10 - 20CM ONTO A CLEAN, DRY SURFACE. WIPE THE SURFACE WITH A SOFT CLOTH THEN BUFF UNTIL IT SPARKLES. TO AVOID OVERSPRAY AND BRAKE CONTAMINATION, APPLY DIRECTLY TO A CLOTH AT A SAFE DISTANCE THEN TRANSFER TO THE SURFACE. CAUTION: DO NOT APPLY TO BRAKE COMPONENTS AND TYRE TREADS.

KEY FEATURES

- PROTECTIVE SILICONE FILM REDUCES DIRT AND MUD CLING TO MAINTAIN A RACE-DAY SHINE
- MAKES CLEANING YOUR BIKE EASIER NEXT TIME
- INCREASES SMALL-BUMP SENSITIVITY WHEN USED ON FORK STANCHIONS AND SHOCK SHAFT
- PROTECTS RUBBER SEALS FROM GRIME AND DIRT
- PROPRIETARY FORMULA WITH ADDED MINTY SMELL TO FRESHEN YOUR WORKSHOP
- KEEPS SUSPENSION RUNNING SMOOTH
- NOT FOR USE ON BRAKE COMPONENTS



STARTER PACKS



A PERFECT INTRO TO THE BRAND OFFERING GREAT VALUE TO THE CONSUMER.

THREE DIFFERENT STARTER PACKS TO KEEP YOUR BIKE LOOKING CLEAN AND RUNNING SMOOTH:

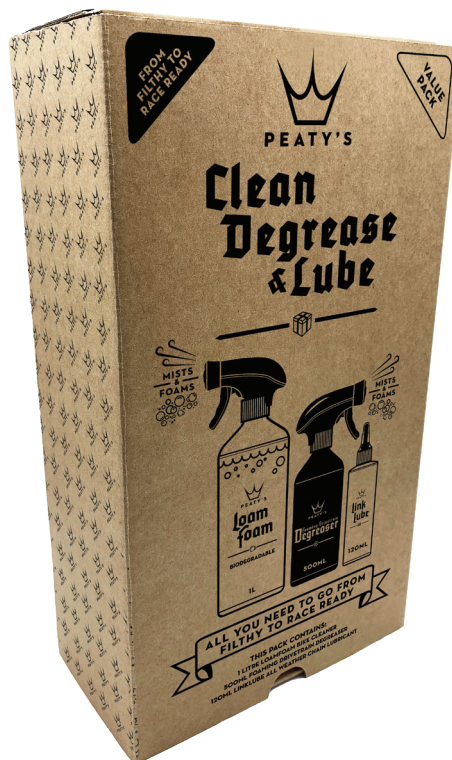
1. LOAM FOAM

- 👑 RRP £26.99 (10% SAVING)
- 👑 1 X LOAMFOAM – 1L
- 👑 1 X LOAMFOAM CONCENTRATE – 1L
(MAKES 5L WHEN DILUTED)
- 👑 6 LITRES OF THE ULTIMATE FOAMING BIKE CLEANER



2. CLEAN, DEGREASE AND LUBE

- 👑 RRP £26.99 (10% SAVING)
- 👑 1 X LOAMFOAM – 1L
- 👑 1 X DRIVETRAIN DEGREASER – 500ML
- 👑 1 X LINKLUBE – 120ML
- 👑 GO FROM FILTHY TO RACE READY IN ONE BOX



3. CLEAN, PROTECT AND LUBE

- 👑 RRP £23.99 (10% SAVING)
- 👑 1 X LOAMFOAM – 1L
- 👑 1 X PT17 – 400ML
- 👑 1 X LINKLUBE – 120ML
- 👑 CLEAN, PROTECT FROM FLASH RUST, LUBRICATE



