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## SILCA'S launches the new and improved Ti Bottle Cage and Super Secret Chain Lube



**Amsterdam June 29th, 2020** - SILCA improves their SICURO Titanium Bottle Cages for even greater utility. After their first and second launch in the USA, the Super Secret Chain lube is finally available in Europe.

### SICURO Titanium Bottle Cages

SILCA improves their SICURO Titanium Bottle Cages for even greater utility. The beauty of the Ti bottle cages does not only lay within the versatility of the material, but also in the way it installs on any type of bicycle. Adding to the charm, SILCA can custom laser engrave and anodize the cage. The baseplate for the SICURO Ti Bottle has been redesigned improvements with not only stylish, but also purposeful improvements. The plate allows riders to adjust an additional 7mm fore-aft for better positioning. The new shape allows the cage to sit 5mm higher than the previous design; making it a better fit on small frames as well as full-suspension frames.

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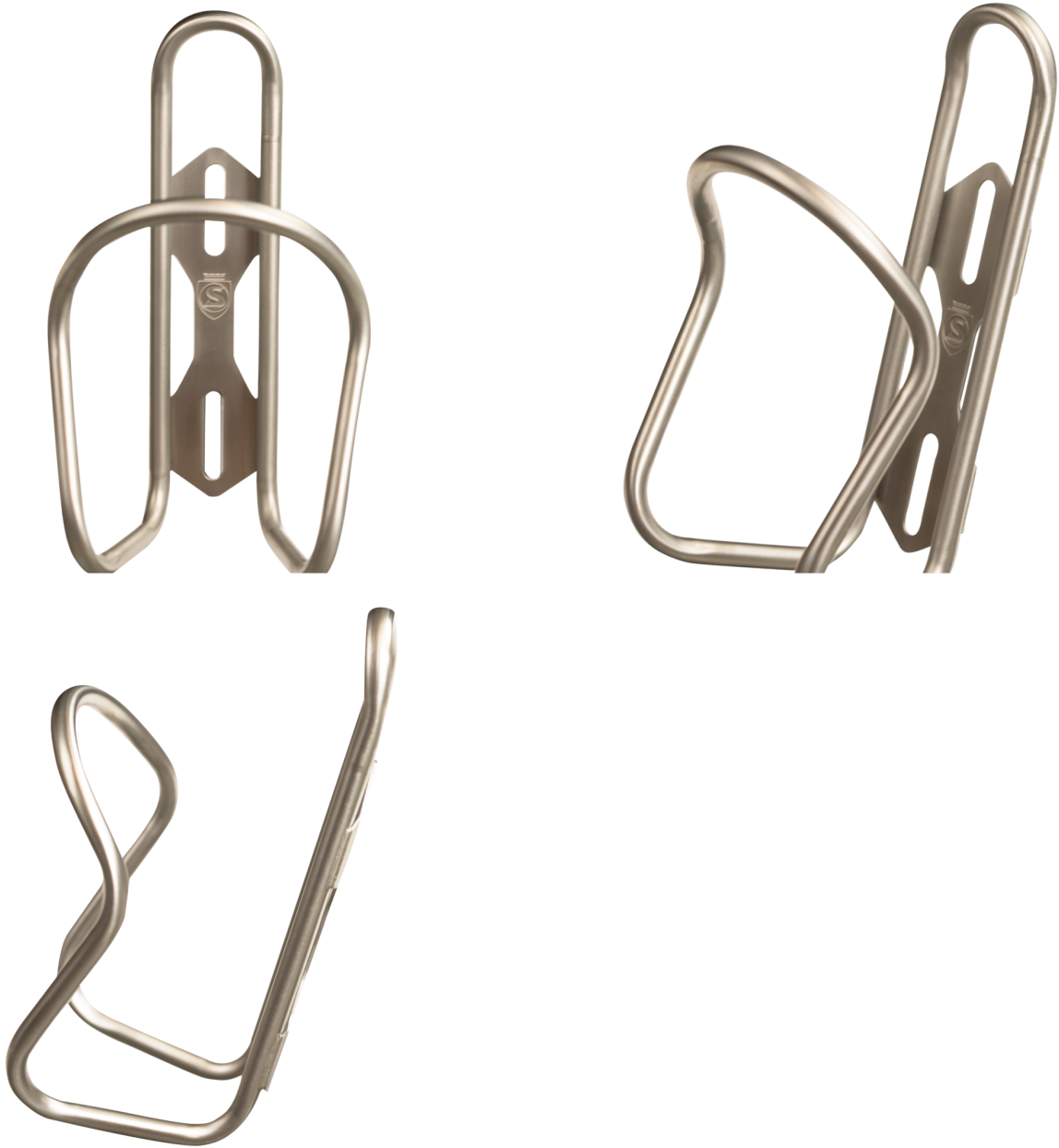
### **Same process, same materials, different design**

Each SICURO Ti cage is hand-made at the Indianapolis, IN (USA) headquarters. Custom manufacturing processes and a state of the art laser welder is being used which is the first of its kind in the bicycle industry. The cages are made from aerospace-grade titanium tubing and feature unique slotted mounting eyelets that allow fore-aft adjustability on the bike.

In SILCA's quest to create the ultimate bottle cage, they found themselves completely fascinated by the look, feel and durability of tubular titanium construction. The combination of design characteristics produces a cage that has better retention on gravel and other harsh surfaces. The design has proven to be superior when mounted on the down tube, which is common in adventure riding and touring. While the Ti Bottle Cag has a classic appearance, its material and manufacturing process are as complex and high tech as it gets.

### **Product specifications**

- Seamless 3 to 2.5mm titanium tubing
- Extended adjustment mounting up to 25mm fore-aft
- Weight 30 grams
- SILCA Shield Warranty included covering your cage for 25 years



SICURO Titanium Bottle Cage - 2ndGen

## Super Secret Chain Lube

On the 21st of April, SILCA did a soft launch of their super secret chain lube on their website. In a matter of minutes it was sold out. One week later they launched a second batch which also sold out in an hour. Now, the third batch is finally available in Europe.

**Wax based lube**

This chain lube brings all of the super speed and silent running of a hot-melt wax-dipped chain to a drip applied wax, providing all of the benefits of a wax minus all the hassles. Secret Chain lube also utilizes the world's fastest, most lubricious additive, nano-scale Tungsten DiSulfide. NanoPlatelet WS<sub>2</sub> has less than 1/3 the dynamic coefficient of friction of PTFE and 1/4 that of Molybdenum Disulfide (MoS<sub>2</sub>). This lube is made with the cyclist in mind: for those who are looking to maximize performance through friction reduction or anyone who loves a silent running bicycle.

## **Development**

More than a year ago SILCA started out the Super Secret Chain lube project to develop the fastest Hot-Melt wax lubricant available. Josh Poertner from Silca, has been recommending Hot Melt Wax and helping Pro cyclists and triathletes wax chains for years. He also wanted to bring this lubricant formula to its customers who were facing some challenges. The main challenge was consistently melting, dipping and agitating the chain across different crockpot designs and temperatures. This project took a fascinating turn when Josh was introduced to a group (from the world of IndyCar) that had developed a technology to put micro-scale wax powders into a solution that was quick drying and forms a coating that is indiscernible from hot melt dipping. The combination of air-drying liquid wax and Tungsten Disulfide would quickly prove to beat all currently available hot melt waxes in friction testing while being much faster and easier to apply. This formula has proven to be very environmentally friendly. Utilizing 4 different types of wax, nano platelets of WS<sub>2</sub> (Tungsten Disulfide) and mild alcohol to act as a carrier. This same alcohol is used in the SILCA Gear Wipes, making them a perfect product to clean and remove Secret Chain Lube.

## **Application**

We can't stress this enough, but in order for this chain lube to work properly a few very important actions are required. This is not your ordinary chain lube therefore some unique steps need to be taken.

First, start off by cleaning your chain. This can be done on the bike or by removing it from the bike. After cleaning the chain, allow it to air dry for at least 30 minutes or dry it with high-pressure air to drive out remaining liquids and particulates.

For a complete explanation on how to clean your chain best make sure you check out this video:



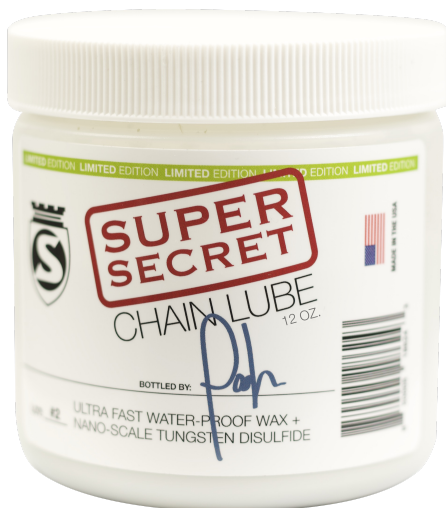
When the chain is completely dry you can start applying the lube to the chain, this can be done in two ways. 1) Apply the lube to the top of rollers while pedaling backwards, or 2) dunk the chain in the shake and bake bottle and get it submerged in the super secret chain lube. When all the necessary steps are taken, allow your chain to dry for at least 30 to 45 minutes before using it.

An in depth explanation of the application of the lube can be found [here](#):

**Specifications:**

- 4 oz (120 ml) Drip Bottle with precision applicator tip;
- 8 oz (240 ml) Drip Bottle with precision applicator tip
- 12 oz (360 ml) content in a 16 oz Dip Jar.

The chain should be very clean and dry before applying (more tips [here](#)). Apply according to the video and let dry for at least 30 Minutes. We recommend doing this after your ride so it's ready for your next one!



SILCA Super Secret Chain Lube

## About SILCA

SILCA was founded in 1917 by Felice Sacchi outside of Milan, Italy. SILCA was the first company to put gauges on pumps, the first to produce a true 'high-pressure' frame pump and the first to work with revolutionary lightweight material plastic after the end of WWII, and later the first to bring CO2 to roadside inflation. Today SILCA is located in Indianapolis, IN where it continues to build iconic products that use the best materials and craftsmanship available.



2020 NEW Ti Bottle Cage.pdf

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2020 Super Secret Chain Lube Sell Sheet.pdf

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