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Silca Launches New Ultimate Bike Care Line

Keeping the focus on responsible, eco-friendly products, Silca presents the new bike care products that will keep the bike clean and shiny during the winter– without ruining the environment.



Indianapolis – 27th September 2022 – Silca today announced its new bike care line. Integrated by four components, one for each step of the cleaning process, the Silca Bicycle Spa Collection brings the known quality of Silca products, while keeping its commitment to reducing the number of chemicals and impact on the environment.

- **Step 1: Ultimate Brake + Drivetrain Cleaner**
- **Step 2: Ultimate Bike Wash**
- **Step 3: Ultimate Spray Wax with Graphene**
- **Step 4: Ultimate Ceramic Waterless Wash and Protectant**

Step 1: Ultimate Brake + Drivetrain Cleaner is a 3 minute process targeted at brake dust as well as road grime and oils. Simply spray onto brakes and drivetrain and watch the magic as the formula turns bright red, capturing and converting oils and grime as it runs off. All that with a Fireball scent. Rinse Well and you'll be ready to apply new lube or move to step 3.



Step 2: Ultimate Bike Wash is an eco-friendly bubble bath to help remove more general dirt, drips of gel, electrolytes, and sweat (careful those already riding indoors!) from your bike. Advanced surfactants lift dirt from all painted surfaces and encapsulate it so that it can safely be scrubbed or rinsed away without leaving micro scratches or swirl marks in the paint. Use with warm water, and scrub with sponge or soft brush, rinse with clean water. The cherry scent will give the extra punch any proper bike cleaning session needs.



Step 3: Ultimate Spray Wax with Graphene, seals in the clean while adding a nano scale layer of protection to your paint. Simply spray onto microfiber towel or buff, wipe onto painted surfaces and buff to a shine, you will literally feel the difference! Avoid Brakes. The margarita scent will also give an extra layer to any of your rides.



Step 4: Ultimate Ceramic Waterless Wash and Protectant, yes, Silca tends to have every part of the rider experience covered and here is where they acknowledge that many of us don't go wash our bikes as soon as we should, and this step, the last one is meant to keep on refreshing your bike up to the point that you have to go back to Step 1 & 2. Polymeric surfactant lifts and captures dirt so that it can safely be wiped away with no risk to paint. Advances SiO₂ Ceramic wax additive forms micron thick protective layer when dry. Spray onto bicycle avoiding brakes and wipe away, buff to shine. Piña Colada scented to keep things groovy (and dance in the rain).



The different products will be available in Europe by mid-November and will retail as follows:

Step 1: Brake & Drivetrain Cleaner, 36€

Step 2: Bike Wash, 30€

Step 3: Graphene Spraywash, 54€

Step 4: Refresh Ceramic Wash, 36€

About SILCA

SILCA was founded in 1917 by Felice Sacchi outside of Milan, Italy and was well-known for 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 utilize the finest materials and craftsmanship available while pushing technological boundaries by leveraging the most modern engineering and manufacturing practices and materials.



SILCA



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