



PRESS RELEASE

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## NEW - PRODUCT INFORMATION

# SCHWALBE NATURAL BIKE SOAP

*MORE THAN JUST WASHING BIKES*

### HIGH CLEANING POWER WITH A FOCUS ON ENVIRONMENTAL COMPATIBILITY

**Excellent cleaning effect, long service life and exclusively natural ingredients:** The new 'Natural Bike Soap' from Schwalbe is a product that combines environmental compatibility with the best cleaning power.

**It is made entirely from natural substances in Germany, is dermatologically tested, vegan and microplastic-free. Therefore, neither coatings nor tires are affected during cleaning. The soap is 100% biodegradable according to the OECD.**

Our product-, testing- and marketing team rides and tests tires all year long. So we have to wash and maintain a lot of bikes. Refilling the cleaning products is already a good approach. But we looked at all the cleaning products on our shelf while having a beer after the tour and started thinking about other solutions. Not a bottle, but a product that lasts a long time, simply works and is completely environmentally friendly. The result was good old soap', says product manager Peter Krischio.

The soap comes in a starter set, completely manufactured according to sustainability standards: Bike Soap in a recyclable tin can for storing, and organic horsehair brush for lathering and cleaning. The set packaging consists of a reusable net bag made of wood fiber, which is compostable after its life cycle.

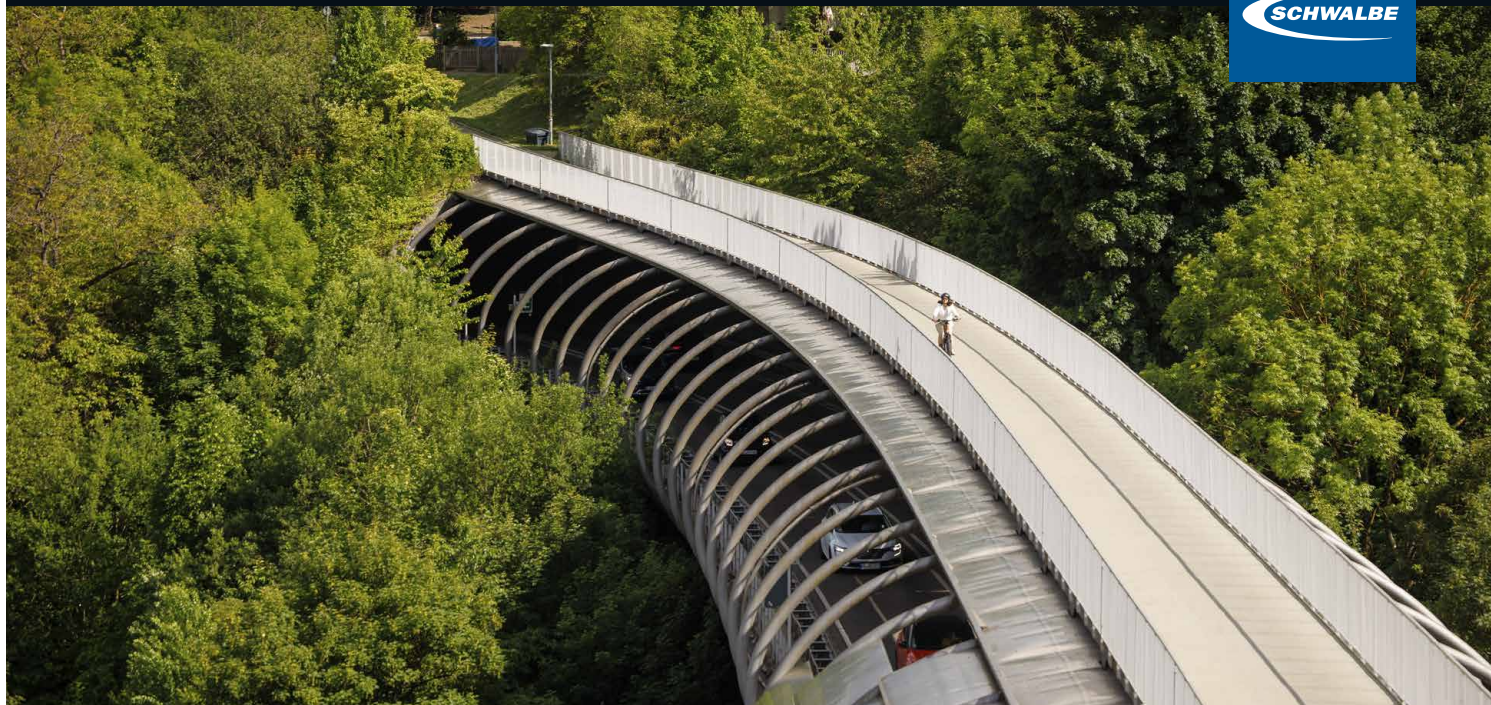
### BRIEF INTERVIEW

on the new Schwalbe Natural Bike Soap with Schwalbe's product manager Peter Krischio

#### **Why Schwalbe has produced a bike soap?**

Schwalbe has been actively working on the subject of tube and tire recycling for years. We now have our own four-person team that deals exclusively with issues of responsibility, circular economy and the environment. The idea came from our own practical need of washing many bikes frequently, using less cleaning material that lasts much longer.





**What makes the soap so special?**

Quite simply, it lasts a very long time and can be developed in a very environmentally friendly way. The soap is easily biodegradable according to the OECD, without perfume and without microplastics. One soap lasts for up to 100 washes - if you break that down to the price of 7.90 euros, a single wash is enormously cheap. It has an excellent cleaning and degreasing effect and is highly foaming. The dirt particles on the bike gets wrapped and can be washed off afterwards, without scratching. The soap also has fat dissolving properties. It's all very simple.

**How does the soap work?**

First, rinse the bike completely with water and remove the rough dirt. With the damp brush or a sponge you foam up the soap. Then clean your bike and wash it down with water again. Foam the brush again with soap two or three times, that's enough for one wash. Then wash off the soap again shortly and store it in the alu box. Done.



**SCHWALBE SOS PUMP  
SMALL, HANDY AND STABLE -  
SUITABLE FOR THE JERSEY POCKET**

The perfect help for emergencies on the road: The Schwalbe SOS Pump is small, handy and enormously stable. It is only 12.9 cm long and fits in any jersey pocket or can be attached directly to the frame. It is also suitable for tubeless tire inflation. A frame holder is supplied.



A smart detail is the lockable pump handle by rotation. When inflating, it is clamped directly to the valve and not screwed. This prevents abrasion and ensures a highly airtight seal. An additional seal prevents dirt from getting into the SOS Pump. The anodized surface gives the aluminum pump a high-quality design.

Bikers on road bikes, gravel bikes or mountain bikes can start the ride with the SOS Pump even more relaxed - if an emergency occurs, they are well equipped.