



Sport Components AG Enters into Sales Partnerships

New Distribution Agreements for the Tubeless Solution milKit

Zurich, February 21, 2017 – The Swiss tubeless solution, milKit (www.milKit.bike), is now available with a range of renowned distributors in the UK, Austria and Benelux. B2B orders can be placed as of now at Madison, Bike & Sports and Vincere Insieme.

The leading distributor of bicycle parts and accessories, Madison (www.madison.co.uk), has been appointed to exclusively represent milKit in the UK. The Swiss tubeless solution will be presented at the upcoming IceBike event from February 21/22 to the British trade. In Austria, the bicycle specialist, Bike & Sports (www.bike-sports.at), has been chosen as a milKit representative. This traditional company supplements its tubeless range with milKit. As early as January, Vincere Insieme, being a milKit agent in Benelux, presented the tubeless system to the visitors of the Belgian Velofollies.

"We are extremely pleased with these three partnerships and are convinced that we have found the best distributor for each of the three markets," explains Pius Kobler, CEO of Sport Components AG and inventor of milKit.

milKit: Tubeless is Easy

milKit makes tubeless clean, safe and simple: A rubber flap on the patented valve prevents the valve heart from clogging with a sealant. By using an applicator to measure and check the sealant through the valve, the tyre stays on the rim and keeps the air inside.

Despite the clear advantages of tubeless, many cyclists still hesitate to switch to tubeless due to the tedious and often sticky maintenance. The easy installation of tubeless tyres with milKit is designed to motivate even more riders to switch to tubeless. Due to the different valve lengths of 35 mm, 55 mm and 75 mm, milKit can be used in all areas of cycling.

milKit product line

milKit compact 35 mm, 55 mm or 75 mm

Scope of supply: 1x measuring and refilling applicator, 2 x milKit aluminium tubeless valves, 1x applicator tube, 1x flexible extension with stopcock, 1x valve core tool, 1x manual
Recommended price: from 55.95 EUR

milKit valve pack 35 mm, 55 mm or 75 mm

Scope of supply: 2 x milKit aluminium tubeless valves, 1x valve core tool
Recommended price: from 29.95 EUR



milKit Makes Tubeless Clean, Safe and Simple: Ride More, Flat Less.

About Sport Components AG

milKit tubeless cycling solutions are produced by Zurich based Sport Components AG, which was founded in 2015. The Swiss company further aims to develop innovative products for the complete bike and sports market.

For further information and pictures

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