

30 SEP 2019

milKit USPs & Sales Pitch



milKit

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milKit: Tubeless made easy!

Tips

- The booster live presentation works miracles! Just enter the shop with an inflated booster and a tire loose on the rim. Then, present the booster on the table as a starting point.
- To explain the valve system, the 30-second video (available under www.milKit.bike/media) on a tablet or mobile phone is very useful to see how the sealant "automatically" flows from the tire into the syringe.

Introduction

milKit products make your tubeless life easier. **Our innovative products redefine the way tubeless tires are installed and maintained.**

Key USPs: EASY AND EFFICIENT WITH NO MORE MESS

- **Easy tire installation: set up dry, add sealant afterwards**
- **Measure and refill sealant while keeping maintaining air pressure in the tire**
- **No more valve clogging**

Recommended pitch

1. Show closed rubber flaps/push them open with valve core extension or needle.
2. Explain the now easier installation of tubeless tires (including booster presentation):
 - a) Pre-inflate the tire with booster with the valve core removed for better air flow. Air will stay in the tire without the valve core (surprise is guaranteed!).
 - b) Once the tire is pre-inflated, add the sealant without hassle and without a drop of sealant spilled (while the tire is still pressurized).
 - c) **The booster is the easiest to handle, lightest, most efficient and most economical booster on the market – plus it also doubles as a water bottle and can be brought along on the ride (in the bottle cage).** The booster also replaces CO₂ cartridges, which makes it an environmental-friendly solution.
3. Explain the measuring and refilling of sealant:
 - a) **Measure, change and top up the sealant while maintaining air pressure in the tire.** The syringe can be disconnected from the flexible extension even if it is still under pressure with the needle in the tire (while the sealant regulator is closed). Tip: Pull the plunger slightly before disconnecting the syringe to create negative pressure so that not even a drop of sealant is lost.
 - b) Measure not only the quantity of the remaining sealant but also whether the remaining sealant is still useable. However, a bad idea would be to simply refill the sealant through the (conventional) valve without removing the old sealant.
4. Explain that the valves don't get clogged by the sealant due to the closed rubber flaps.
5. Explain the valve core tool: slide it onto the valve to have it always ready (Wow effect)
6. Explain the storage of parts in the syringe plunger; hence, the name "milKit COMPACT"
(See next page)

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7. milKit sealant USPs:

- The milKit sealant meets all the important requirements of a modern sealant:
 - a) Synthetic latex, no ammonia, non-corrosive and a non-allergic
 - b) Can be used in road, gravel and MTB tires and seals holes up to six mm thanks to special fibers
 - c) CO₂ compatible and works from -20 to + 50°C/-4 to 122°F
- **Additionally, the milKit sealant has two advantages:**
 - a) **The sealant always remains "homogeneous"**. Particles do not accumulate at the bottom of the bottle. This makes working with the sealant much easier, and the function of the sealant in the tire is more reliable and longer lasting.
 - b) **Sealant is water-based**. It can be washed off easily, is environmentally friendly and can be diluted with water if low weight is more important than the sealing function (you need less sealing milk in the tire, because it spreads more easily).

8. Shop selling strategy

- a) Sell milKit compact to users who want to do tubeless maintenance at home.
- b) Install valves into the wheels of customers who bring their bikes into the shop for maintenance → you can offer a quick tubeless check.
- c) milKit is a typical upselling product: when you sell a bike and the customer wants to convert it to tubeless, recommend that they buy a milKit!