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**Do not release before Tue May 19th 2020, 9 am CET**

Zurich Switzerland

**New rim tape and tubeless conversion kit from Swiss brand milKit**

Leading on from the release of the Eurobike Award winning tubeless Booster; the innovative valve and syringe system; and the long lasting, effective sealant, milKit are making it even easier to convert to tubeless.

A strong, yet flexible and easy to use rim tape is now added to the milKit collection, and is joining the other products to form a full package conversion kit.

**milKit Rim Tape**

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milKit rim tape offers a quick and easy conversion of your rim to tubeless and guarantees a reliable and long lasting performance. Founder, Pius Kobler is pleased to announce this new product: *“We can now offer everything that’s needed for tubeless conversion from start to finish, and are confident that we have the strongest, most reliable rim tape on the market.”*

* Extra strong and reliable adhesive to ensure a tight fit on your rim
* Optimum mix of strength and flex for easy mounting
* 4 sizes, each available in 10m/11yd rolls - enough to set up 4-5 wheels.

milKit rim tape is available in 21mm, 25mm, 29mmm, 32mm starting at € 16.95 per roll.

<https://milkit.bike/en/product/milkit-tubeless-rim-tape/>

**milKit Conversion kit**

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This is your one stop shop for converting your mountain bike or road bike to tubeless tires. Pius Kobler, milKit’s founder and product developer states *“We started milKit with the aim of making tubeless easier, and that is at the core of everything we do. Our first product, the valve and syringe system, was designed to make checking and refilling sealant levels easier, quicker, and cleaner, converting a long messy job into a simple one. We no longer question the advantages of riding tubeless, however tubeless conversion can still be daunting when you’re tackling it for the first time. We’ve made a simple pack with everything you need in it to convert your favourite steed to tubeless.”*

Using the full milKit range ensures the most reliable puncture protection and that you get more time on your bike!

* The milKit syringe and valve system means tires can be mounted dry and sealant added after - no mess and faster results!
* milKit valves do not clog like others, thanks to the smart rubber flaps
* milKit sealant coats the tire evenly so is more effective and the microfibers seal larger holes
* milKit sealant stays liquid and does not decompose into lumps so remains effective longer
* Environmental credentials: the sealant has no ammonia or chemically aggressive ingredients.
* The milKit rim tape is strong, but with enough flex for easy installation.

With step by step instructions you can now easily convert your wheels, from applying rim tape, to inserting valves, to easily adding sealant. Ongoing maintenance and checking of sealant levels is also made easy thanks to the revolutionary milKit valve/syringe system.

The conversion kit contains everything you need to convert to tubeless:

* milKit valves with rubber flaps that ensure clean and easy setup and maintenance
* milKit compact syringe to install, measure and refill sealant through the milKit valves
* milKIt tubeless sealant that stays effective longer and repairs bigger tears
* Rim tape needed to convert your wheels to tubeless

The conversion kit is available in 4 different versions (with each size of rim tape) at an MRSP starting from € 64.95

The award winning milKit Booster is an optional extra you can buy for easy efficient inflation. There are no additional hoses or valves meaning the full air pressure goes straight to your valve. It is a space saving alternative to an air compressor, and very lightweight, only 150 grams. The option to use the Booster as a water bottle makes it the perfect, 2-in-1 product.

The Booster is available at € 49.95

**About milKit**

The milKit brand was created in 2015 by Swiss manufacturer, Sport Components Limited, with the successful launch of the innovative tubeless valve system that makes the use and maintenance of tubeless tires easy. Product development engineer Pius Kobler and his team started the venture with the vision to develop innovative components for the bike and outdoor market.

Starting with milKit, Sport Components Limited aims to become an international innovation leader for tubeless products and for the development of bicycle components at large. Products are designed in Switzerland, and made in Germany.

For more information and images: [milKit.bike](https://milkit.bike/en)/media

Please get in touch if you are interested in testing our products : media@milKit.bike