

# CASE STUDY



## BACKGROUND:

Scottoiler are a Scottish based company who specialise in products aimed at the motorcycle accessories market. Their main product is an automatic motorcycle chain oiler. Diversifying into the cycle market had always been an objective for the company due to the compatibility of their lubricant to be used on bikes.

## CHALLENGE:

With the recent boom in cycling and inspired by an innovation workshop held by MTBCoS, they decided to investigate reintroducing their product to the cycle market.

## SOLUTION:

The project has provided a range of support to Scottoiler including academic research through Edinburgh Napier University to test efficiency gains made when using their product; design evaluation; business to business collaboration with Morocco Media; learning journey in 2013 and showcasing UBS at EuroBike 2014-16; access to riders and elite athletes for testing and feedback.

The cycling products were rebranded as Flaer and launched in 2016 and they are now partnered with the Orica-Scott road team and Cube Gravity Action MTB teams. They continue to work with Mountain Bike Centre of Scotland to further develop their cycle product range.

## AWARDS:

SCOTTISH MTB AWARDS 2016 - WINNER - Best Scottish Business to Academic Collaboration

Flaer recently received a coveted INNOVATION AWARD from ENDURO MOUNTAIN BIKE MAGAZINE for their all-purpose bike lubricant—Guard



*"The support from Mountain Bike Centre of Scotland has been invaluable in helping us to get our product from concept to market. We were able to tap into a wide range of support from access to elite riders for product testing, to links to academia for product development, right through to showcasing our product at Eurobike this year.*

*- Chris Simpson,*

*Product Development Manager, Flaer*

**The Mountain Bike Centre of Scotland is Scotland's national centre for mountain biking innovation and excellence. From our base in the Scottish Borders, we operate across Scotland to support businesses of all sizes in developing world-class mountain biking products and services.**

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