

Austria-based developer of plant-based high-performance wax solutions for outdoor sports seeks manufacturing partner for biodegradable bicycle cleaning products under commercial agreement.

Summary

Profile type

Business request

Company's country

Austria

POD reference

BRAT20260611014

Profile status

PUBLISHED

Type of partnership

Commercial agreement

Targeted countries

• **All countries**

Contact Person

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Term of validity

11 Jun 2026

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Last update

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General Information

Short summary

An Austria-based startup develops and markets high-performance, plant-based waxes for outdoor sports, combining sustainability with performance comparable to conventional products. Its PFAS-free, paraffin-free and REACH-compliant formulations offer durability and meet sports standards. To expand its portfolio, the company seeks a European manufacturing partner to produce biodegradable bicycle cleaning products under a white-label agreement, while it manages branding, marketing and distribution.

Full description

The Austrian startup develops and distributes high-performance, plant-based wax solutions for outdoor sports. Its core product line is a ski wax range made entirely from renewable raw materials and free from harmful substances such as PFAS, paraffin, and silicones. The products comply with European chemical regulations (REACH) and meet the requirements of international sports standards, including the fluorine ban in competitive skiing. The company's mission is to provide environmentally friendly alternatives without compromising performance. In addition to ski wax, the product portfolio is being expanded to include wax solutions for bicycle chains and surf applications. The startup is headquartered in Salzburg, Austria, with production based in Germany.

Expertise and Know-how

The company's expertise is based on more than 45 years of experience in sports product chemistry and material science within the winter sports industry. The formulations are developed from scratch using renewable raw materials and are protected by ongoing patent applications.

On the commercial side, the company benefits from:

- Established retail partnerships with a major European sports retail network covering over 120 locations
- A direct-to-consumer online sales channel
- Proven commercial traction, including measurable upselling success in rental and service operations

The founding team combines deep technical expertise, access to sports communities, and strong capabilities in business development and partnerships.

Requested Cooperation

The company is seeking an international partner in Europe for the manufacturing of biodegradable, plant-based bicycle cleaning products (cleaners and degreasers).

Key requirements for the partner:

- Use of natural, plant-based ingredients
- PFAS-free formulations
- Full biodegradability
- Proven product performance

Type of Cooperation

The envisaged collaboration is a Manufacturing / White-Label Supply Agreement, where:

- The partner is responsible for production according to defined specifications
- The Austrian startup manages branding, marketing, and distribution

Expected Outcome

The goal of the cooperation is to integrate complementary bicycle care products into the existing portfolio and distribute them through established B2B and B2C channels across the DACH region and beyond. This partnership aims to expand the product ecosystem while maintaining the company's sustainability and performance standards

Advantages and innovations

Competitive Advantages / Unique Selling Proposition (USP)

The company's offering is unique in the European market as it combines three key advantages in one product:

- 100% plant-based formulation (free from paraffin, PFAS and silicones)
- High-performance glide properties comparable to conventional fluorinated waxes (validated in laboratory and real-world conditions)
- Extended durability, lasting up to twice as long as standard wax products

This combination differentiates the company from competitors, as existing sustainable wax products often compromise on performance, while high-performance products typically rely on fossil-based ingredients. The company successfully bridges this gap by delivering both sustainability and performance.

The products are already compliant with current regulations and are positioned for upcoming restrictions on PFAS in sports products in Europe.

Technical specification or expertise sought

Tasks to be Performed by the Partner

The partner will be responsible for the manufacturing and supply of a biodegradable bicycle cleaning product under a white-label arrangement, based on defined product specifications.

Key responsibilities include:

- Production of the cleaning product according to agreed formulation standards
- Filling and packaging of the product, or alternatively supplying it in bulk for final packaging by the company
- Delivery of finished or semi-finished goods to the company

The company will manage all downstream activities, including branding, marketing, sales, and customer relationships.

Technical and Additional Requirements

Technical requirements:

- The product must be 100% plant-based and biodegradable, with no use of PFAS, petroleum-derived ingredients, or phosphates
- Full REACH compliance is required
- Proven effectiveness as a degreaser and cleaner for bicycle components such as chains, cassettes, and derailleurs
- Capability to support small initial production volumes (approximately 500–2,000 units), with the ability to scale production as demand grows
- Demonstrated experience in white-label or contract manufacturing
- Willingness to adapt formulations and specifications in alignment with the company's brand values and quality standards

Additional requirements:

- Preferably located within Europe (e.g., DACH region, Benelux, Scandinavia, or comparable regions)
- Openness to a long-term exclusive or semi-exclusive supply agreement for the DACH market

Stage of development

Already on the market

Sustainable Development goals

- **Goal 14: Life Below Water**
- **Goal 15: Life on Land**
- **Goal 13: Climate Action**
- **Goal 12: Responsible Consumption and Production**

IPR Status

No IPR applied

IPR Notes

Partner Sought

Expected role of the partner

The company is seeking an industry partner / SME manufacturer with proven experience in producing natural, biodegradable cleaning or care products for bicycles, outdoor sports equipment, or similar applications. The ideal partner shares a strong commitment to environmental responsibility and the use of non-toxic, sustainable chemistry.

Type of partnership

Commercial agreement

Type and size of the partner

- **SME 11-49**
- **Big company**
- **SME <=10**
- **SME 50 - 249**

Dissemination

Technology keywords

Market keywords

- **07001004 - Sporting goods, hobby equipment and athletics clothes**
- **07004008 - Other consumer products**

Targeted countries

- **All countries**

Sector groups involved