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### **Liquid Wrench Reaches DIY Market With Mobile Texting**

New Liquid Wrench packaging features a targeted consumer education campaign -- a special mobile text code on each can. Consumers can enter the code into their handheld mobile device for instant feedback while shopping, specifying the right Liquid Wrench product for their needs -- alleviating the need of hunting down a store clerk, the company states.

“Liquid Wrench has the distinctive ability to deliver real time product information via the industry’s first mobile texting application,” says Mike Guggenheimer, vice president of business development for Liquid Wrench. “We want to simplify the learning process for our consumers so they can tackle projects in and around the home quickly and efficiently and enjoy what springtime has to offer.”

In addition, the new campaign illustrates product uses across multiple social platforms, including a new Web site ([www.liquidwrench.com](http://www.liquidwrench.com)), how-to videos, a Facebook fan page, Twitter presence and YouTube channel.

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