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TABLE TALK Breaking news, insight and developing stories from around the region

Selling DIY

Radiator Specialty has launched an aggressive ad campaign for its Liquid Wrench lubricants, a line of products aimed at loosening bolts, taming squeaky hinges and making other minor repairs. A familiar suspect — the economy — is driving people to take on more repair projects

to save money. Liquid Wrench packages now include a mobile text code, allowing shoppers to punch in a number on their cell phones to get instant advice. "It helps educate consumers, and it benefits retailers," says **Mike Guggenheimer**, Liquid Wrench director of business development. The company also has taken the DIY campaign to Twitter, where Guggenheimer says followers have included Jesse James (of West Coast Choppers fame) and comic Adam Carolla. Who knew?