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Liquid Wrench, A 6-pack, & My Lubrication Fantasy



Before Liquid Wrench sent us their new 6-pack of lubricants to review, our house sounded like the set of the Addams Family. Open a cupboard and rrrrrrrrrr-crrrrrrreak. Open a door, and it was almost surprising that Lurch wasn't looming behind it after the squeaking stopped. Now that I have sprinted around the house spraying Liquid Wrench products into hinges, a new silence is being ushered in (at least in terms of door squeaks).

I have to hand it to Liquid Wrench, someone working for them has some serious marketing skills and creativity working for them. Case in point- the six pack. Rather than be all retro with a one-size-fits-all single can-o-lube, Liquid Wrench provides six refreshing lube options: Lubricating Oil (my personal fave), Chain Lube, Dry Lubricant, Silicon Spray, White Lithium Grease, and Penetrating Oil. Rather than reinvent the wheel and tell you what each product is ideally suited for, check out LiquidWrench.com for their handy-dandy product selection tool. The six pack naturally appeals to the average DIY'er on many levels, but I highly recommend you don't drink it.

The clever marketing also extends to improving usability through technology near and dear to every teenager: texting. Consumers can text a Liquid Wrench product's code on their mobile devices and get instant advice while shopping or at home. Within seconds, they will receive a recommendation from Liquid Wrench specifying the right product for their specific need. The information will be updated regularly so consumers have the recommendations they need for that season. Very handy if you don't have immediate access to the Liquid Wrench website.

"What about the lubrication fantasy you referenced in the title?" you ask. Don't worry! My lubrication fantasy, or, at least the one I'm going to share publicly, is not what you think: I go to the hardware/DIY store. A scantily clad super-model asks if she can help me with anything. I slyly reply, "I'm just looking for the right lubricant for a very special job I have at home." She winks, takes my hand and leads me to the appropriate aisle. She

then displays a rack full of Eco-Friendly lubrication products that are non-toxic, don't leave a lingering smell, and are so safe that their MSDS (Material Safety Data Sheet) don't imply imminent bodily harm from product mishaps. I know, it's not the happy ending you expected to my fantasy, but it's true. Just about every aerosol lubricant I've seen, including WD-40 and Liquid Wrench, include at least a few chemicals/product warnings that might make a more cautious consumer concerned. Liquid Wrench and WD-40, if you're listening, how about a general purpose, completely non-toxic lubricant that really works well to supplement your product line? With consumers more and more environmentally and product-safety conscious, especially with chemicals used indoors, my guess is an eco-friendly, non-toxic lubricant would do very well in the marketplace.

Until then, Liquid Wrench offers a veritable tool-chest of lubricant options that do their jobs well. The six pack won't be available until this Fall, however you can buy all the current products individually for about \$4-\$5 a can from retailers like Lowe's, DoItBest.com, Ace and AutoZone. MSRP on the six pack should be around \$20.

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