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Liquid Wrench rolls out product reformulations

Liquid Wrench has introduced two product reformulations, Liquid Wrench Penetrating Oil and Liquid Wrench Chain Lube, which were introduced alongside packaging, marketing and educational campaigns.

Since its founding in 1924, the Radiator Specialty Company, manufacturers of the Liquid Wrench brand, has set as its mission to provide dependable products that make things work better.

“Liquid Wrench’s Penetrating Oil and Chain Lube join a comprehensive lineup of six powerful penetrants and lubricants designed to help professionals and Do-It-Yourselfers select the right wrench for every job,” says Mike Guggenheimer, vice president of Business Development for Liquid Wrench. “Coupled with a comprehensive educational campaign and new packaging, our entire high-performance line shows consumers why using the right specialty formulation performs better than ‘all-purpose’ products.”

According to Guggenheimer, “Each can provides informative, real-world uses and performance characteristics.

Packaging includes a text messaging option to deliver virtually instant product information right in the store. In addition, the company's new educational campaign of how-to videos, social media and interactive Web site will further educate consumers on which product to use to get the job done.”

Liquid Wrench Penetrating Oil offers a new formula to free stuck nuts, bolts and locks. The newly reformulated Liquid Wrench Penetrating Oil has the muscle to quickly loosen corroded bolts, nuts and parts without the strong odor associated with many penetrating oils, the company states. The formula has been re-engineered for maximum performance to cut through grease, surface tension or viscosity, while reducing friction and wear.

“For the first time, DIYers get a fast-acting penetrant for tough jobs but formulated with a low-VOC solvent that’s safe for the workshop,” says Larry Beaver, VP of Technology at Liquid Wrench. “And, unlike some alternative products, the Liquid Wrench Penetrating Oil formula will not eat the paint off cars and trucks, even while it cuts through grease and rust.”

This point-of-use penetrant, designed for precise application, also frees up locks, hinges, clamps, corroded pipe joints, frozen or stuck metal mechanisms – even stuck-on hose nozzles.

The second addition to the lineup is the Liquid Wrench Chain Lube, which has been reformulated to combine the protective performance of industrial strength products with the safety of commercial chain lubes. Developed to stay put on chains and cables in extreme pressure/temperature situations, the anti-sling formula features anti-wear additives and synthetic moly to hold to wire cables as well as both O-ring and standard chains.

“Dry time is calibrated to penetrate links or cable strands before drying,” Beaver adds. “Chain Lube extends the life and helps reduce noise on motorcycle or bicycle chains, ATVs, garage door chains, farm implements, chain drive equipment, wire cables or any drives without self-contained lubrication.”

In addition to the new Liquid Wrench Penetrating Oil and Chain Lube, the comprehensive product lineup includes Liquid Wrench Lubricating Oil, Liquid Wrench Dry Lubricant, Liquid Wrench White Lithium Grease and Liquid Wrench Silicone Spray.

For more information, visit www.liquidwrench.com.

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