

# ShelfImpact!™

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A closer look at the newest trends in today's packaging.



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## Liquid Wrench dispenses confidence, advice to D-I-Yers

Do-it-yourself projects often require different tools that are specific to the job, and Radiator Specialty Co., Indian Trail, NC, has the objective of further focusing on this market with its lubricants, penetrants, and specialty products, including newly reformulated Liquid Wrench Penetrating Oil and a new formula for Liquid Wrench Chain Lube.

Radiator Specialty is complementing the new products with new packaging that extends to its core line as well. The focal point of the tin-plated steel cans is the graphic of a customized animated character of a muscular handyman to support the premise that "a wrench for every job" is needed to get the job done right.

"With the new packaging, reformulation, and educational campaign, D-I-Yers will have the confidence of knowing they have selected the right tool in every situation," says Mike Guggenheimer, Vice President of Marketing for Liquid Wrench.

The design also features a clever nut-shape polypropylene cap, blow-molded by eStyle Caps and Closures.

The packaging also provides shoppers with instant access to advice in the store. A special mobile text code appears on each can. Consumers can enter the code onto their mobile devices to receive a recommendation from Liquid Wrench specifying the right product for their specific need.

DS Containers supplies the steel cans, and Liggett Stashower created the branding strategy.