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## **Liquid Wrench Redesigns Its Product Line to be More Educational and Effective**

INDIAN TRAIL, NC — To further solidify its position as the must-have line of lubricants, penetrants and specialty products, **Liquid Wrench** announced it has redesigned its product line to be more educational and effective than ever before.

In addition, the company announced a comprehensive, nationwide marketing campaign, including **How-To videos**, to educate automotive professionals and consumers on how to select the right wrench for every job application.



The innovative new packaging lets consumers check a seasonally-updated list of uses by texting a code from their mobile devices – right in the store.

“Our consumers know one size doesn’t fit all and that there’s no one tool that can solve every problem,” said **Aaron Martin**, director of marketing for Liquid Wrench. [www.liquidwrench.com](http://www.liquidwrench.com)

“That’s why we have designed specific formulations to tackle even the toughest jobs. With the new packaging, reformulation and educational campaign, automotive enthusiasts will have the confidence of knowing they have selected the right tool in every situation.”

### **Liquid Wrench’s All-Star Line-up Includes Two New Formulas**

The reinvigorated Liquid Wrench line centers on six powerful products, each designed to solve a specific challenge. The line-up includes:

- Newly reformulated **Liquid Wrench Penetrating Oil** quickly loosens corroded bolts, nuts, spark plugs and clamps, for powerful performance without the powerful smell. For the first time, users can safely spray a fast-acting, low-VOC solvent without having to wait for the odor to clear from the workshop. And, unlike alternative products, the new Liquid Wrench Penetrating Oil formula will not eat the paint off cars and trucks, even while it cuts through grease and rust.

- The new anti-sling formula of ***Liquid Wrench Chain Lube*** stays in place to lubricate and prevent corrosion on fast-moving chains or wire cables, such as garage door openers. Combining the premium performance of industrial-strength anti-wear additives with the safety of commercial products, Chain Lube reduces friction and prevents corrosion to keep industrial, agricultural and recreational chain drives protected and lubricated.

- ***Liquid Wrench Lubricating Oil*** stops squeaks and loosens sticking parts on hood and door engines; and protects against moisture, leaving a thin, long-lasting, rust-inhibiting film, ideal for drying out engines, spark plugs, coils, switches and wiring and to silence a noisy garage door.

- ***Liquid Wrench Silicone Spray*** provides super slippery protection in a clear, non-staining film to prevent rust and corrosion, protecting rubber door gaskets around car doors, and sticking gaskets in colder temperatures.

- ***Liquid Wrench White Lithium Grease*** provides long-lasting, heavy-duty grease coat for joints, hinges and connections and will not freeze or melt, even in extreme outdoor conditions. Great for use on hitch balls, trailer hitch, battery terminals, car hood hinges, and oil leaf springs on a truck or trailer.

- ***Liquid Wrench Dry Lubricant*** lays down a long-lasting dry film to cut friction, extending life and protecting against water and corrosion – without staining. Multiple product sizes provide precision application safe for indoor use in and around the repair shop or garage.

### **New Liquid Wrench Packaging**

In addition to the reformulations, Liquid Wrench has repackaged its core line as well. The new campaign, including detailed copy on each can and a mobile texting program, is based on extensive consumer research, initiated during the 85th anniversary of Radiator Specialty Company, manufacturers of Liquid Wrench. The studies, conducted by Decision Metrics, helped uncover how consumers select penetrating and lubricating products, and the importance of getting the right tool every time.

From these insights, Liquid Wrench developed new positioning centered on the premise that to get the job done right you need “a wrench for every job.”

According to Martin, “This A Wrench for Every Job position became the core message for everything from the logo and slogan to the advertising campaign. Consumers will see a new Liquid Wrench logo featuring an “expert” carrying a wrench to depict professionals and consumers who embody this extensive knowledge about home improvement projects.”

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