

UNDERHOOD SERVICE

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Ever Have a Question about a Product and No One is around to Help You?

That's right — **Liquid Wrench** has "*Next Generation Packaging*" that featuring mobile texting. Liquid Wrench products offer a special mobile text code on their packaging – a first in the industry.



Consumers now have the opportunity to enter the can's code onto their mobile devices to receive instant advice while shopping. 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.

“The new packaging provides detailed information, supported by the ground-breaking use of seasonally-updated product information available by texting from mobile devices,” said **Aaron Martin**, director of marketing for Liquid Wrench.



"No longer will consumers have to hunt to find a sales person to answer their questions or guess which product will solve their problem," said Martin. "And, no longer will consumers mistakenly select Liquid Wrench versus an 'all-purpose' alternative."

Martin said the company also is administering a comprehensive marketing campaign encompasses a new Web site (www.liquidwrench.com), an advertising campaign, an education program with **How-To videos** and a social media effort targeted to the consumer.

"Our goal is to enable our consumers — both DIYers and professionals alike — to learn for themselves by providing accurate and timely information," explained Martin. "For that reason, the Liquid Wrench educational campaign will be available over a wide range of formats and delivery options to help consumers easily determine the right wrench for their job."

"There are no made-up uses here, just practical, How-To information for real life, with step-by-step examples of Liquid Wrench in action and guided by experts in the field."

Users ask their questions via **Twitter** and search engines online to receive practical advice from Liquid Wrench experts. Martin continued, "They can also visit the Liquid Wrench web site, enter their question in the 'Solution Finder' search box and receive an immediate answer that addresses their specific need.

They'll also find information on **Facebook** and How-To sites like **YouTube, Daily Motion and VideoJug.**"

Finally, consumers will be able to view valuable How-To videos posted on www.liquidwrench.com and other social media sites.

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