

# **WD-40 Brand Update**



WD-40

# FUTURE OF WD-40 SPECIALIST RANGE

Moving forward, WD-40 Company will have ONE dedicated range for our professionals, branded as WD-40 Specialist range.

The Automotive sub brand will be amalgamated with Hardware lines to allow for brand clarity and unity, focused investment in Marketing across 1 hero range with halo effects, with strong user benefits whereby end-users know these are 'Automotive' or 'Hardware' products given the context of the retail environment they are shopping in.

Extensive research has been conducted by WD-40 Company globally with results below:

## INCREASES PRODUCT TYPE VISIBILITY & FINDABILITY

### Iconography Research



Leverages our most iconic assets:

- ✓ Blue can
- ✓ Yellow shield
- ✓ Red top

### Qualitative Research



This design, an evolution to current, was the clear winner:

- ✓ Leverages WD-40 assets
- ✓ Clear Specialist communication
- ✓ Clear variant/product type
- ✓ Clear visual
- ✓ Simple, uncluttered design

### Quantitative Research



The new design was superior to current design:

- ✓ Significant improvement in findability (speed – time in sec)
- ✓ No confusion regarding WD-40 Multi-Use Product findability
- ✓ Major improvements to visibility of product type

**WD-40**

# THE FUTURE



Indicative Timings

**WD-40**

# THE FUTURE



Indicative Timings

# WHAT'S NEW?

## The key updates include:

- Local research shows that WD-40 Company's iconic assets signals to shoppers that they are in the right aisle. Essentially, we are the category flag and by rolling these assets across this range, this 'flag' has gotten bigger.
- Electronic Cleaner has an updated name; now Fast Drying Contact Cleaner. This product is fast acting, non-conductive, penetrates quickly and leaves no residue. For use on electrical equipment, contacts, plastics and rubbers.
- Penetrant & Lanolin renamed as 'Fast Release' Penetrant and 'Rust Prevention' Lanolin
- The Rust Prevention Lanolin is non-smart straw allowing for the wide surface spray which aligns well with the end user applications.

The formulas and claims remain the same as current.





**WD-40**

# REBRAND UNDER A NEW RANGE

Our 3-In-One Air Duster product will be rebranded and fall under our WD-40 Specialist range. Air Duster has grown ~20% each year for the last 3 years and is a quick and effortless way to remove dust and dirt from work surfaces and electronic equipment without leaving residue.



Leverages our most iconic assets:

- ✓ Blue can
- ✓ Yellow shield
- ✓ Red top



- 70 PSI continuous pressure
- Ideal for use in workshops
- Permanently attached precision straw sprays into hard-to-reach places
- Safely removes dirt and dust from electronics and workbenches

Indicative availability: November 2020

# **New Product Development**

# SPRAY & STAY GEL LUBRICANT NO-DRIP FORMULA



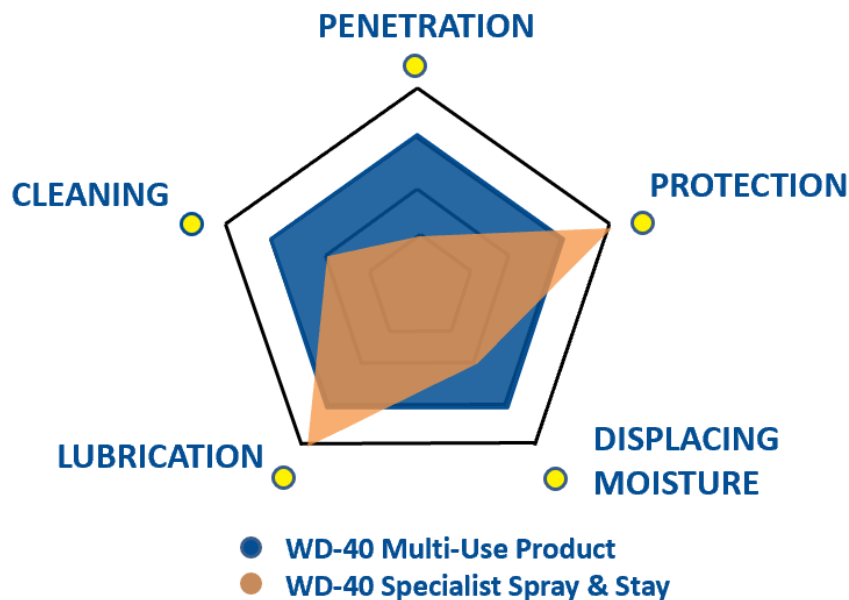


**WD-40**

# INTRODUCING A NEW TYPE OF PRODUCT

WD-40 Specialist Spray and Stay is a unique gel-like formula that is engineered to stay where you spray for **no-mess, long-lasting** lubrication.

- 👍 Provides 12x longer lasting lubrication\*
- 👍 Prevents rust up to 1 year
- 👍 Self-healing gel technology



Indicative availability: October 2020

\*compared to the leading aerosol multi-use product

**WD-40**

# OUR UNIQUE SOLUTION



- No-drip lubrication perfect for vertical surfaces
- No-fling for moving parts
- Self-healing rust and corrosion protection
- Resists water and displaces moisture
- Smart Straw technology
- Once applied, withstands temperature range from -73°C to +260°C
- Safe on multiple surfaces, including metal and most plastic & rubber



# COMPLETE SPECIALIST RANGE & NEW LIVERY PRODUCTION DATES

- WD-40 Specialist Silicone – July 2020 – **Available Now**
- WD-40 Specialist White Lithium Grease – July 2020 – **Available Now**
- WD-40 Specialist Degreaser – August 2020 – **Available Now**
- WD-40 Specialist Contact Cleaner – October 2020
- WD-40 Specialist Dry Lube – August 2020 – **Available Now**
- WD-40 Specialist Lanolin – September 2020 – **Available Now**
- WD-40 Specialist Penetrant – October 2020
- WD-40 Specialist Brake & Parts Cleaner – August 2020 – **Available Now**
- WD-40 Specialist Belt Dressing – October 2020
- WD-40 Specialist Chain Lube - October 2020
- WD-40 Specialist Throttle, Carb & Choke Cleaner – November 2020
- WD-40 Specialist Air Duster – October 2020
- WD-40 Specialist Spray & Stay Gel Lubricant – November 2020

# **PRODUCT STATUS**

- **WD-40 Specialist Silicone – Livery Change Only**
- **WD-40 Specialist White Lithium Grease – Livery Change Only**
- **WD-40 Specialist Degreaser – Livery Change Only**
- **WD-40 Specialist Contact Cleaner – Livery Change Only**
- **WD-40 Specialist Dry Lube – Livery Change Only**
- **WD-40 Specialist Lanolin – Livery Change Only**
- **WD-40 Specialist Penetrant – Livery Change Only**
- **WD-40 Specialist Brake & Parts Cleaner – New Product**
- **WD-40 Specialist Belt Dressing – New Product**
- **WD-40 Specialist Chain Lube – New Product**
- **WD-40 Specialist Throttle, Carb & Choke Cleaner – New Product**
- **WD-40 Specialist Air Duster – New Product**
- **WD-40 Specialist Spray & Stay Gel Lubricant – New Product**

# RECOMMENDED SPECIALIST RANGE FOR INDUSTRIAL

- WD-40 Specialist Silicone
- WD-40 Specialist Lithium Grease
- WD-40 Specialist Degreaser
- WD-40 Specialist Contact Cleaner
- WD-40 Specialist Dry Lube



# RECOMMENDED SPECIALIST RANGE FOR INDUSTRIAL

- WD-40 Specialist Fast Release Penetrant
- WD-40 Specialist Rust Prevention Lanolin
- WD-40 Specialist Brake & Parts Cleaner
- WD-40 Specialist Air Duster
- WD-40 Specialist Spray & Stay Gel Lubricant







WD-40 Company (Australia) Pty Ltd  
41 Rawson Street, Epping, NSW 2121  
(PO Box 649, Epping, NSW 1710)  
Ph: 02 9868 2200 Fax: 02 9869 7512

[www.wd40.com.au](http://www.wd40.com.au)  
[platinum@wd40.com](mailto:platinum@wd40.com)

Brad Ray  
National Key Account Manager  
WD-40 Company  
Mobile: 0400 389 377  
Email: [bray@wd40.com](mailto:bray@wd40.com)