

Ingenious Ideas

Well-Known Problem Solver Gets “Smart”

(NAPSA)—A 55-year-old product with thousands of uses is getting a major face-lift to make it an even more useful and time-saving tool for consumers and trade professionals.

For years, consumers and trade professionals have depended on WD-40® for everything from quieting squeaky hinges to protecting tools from corrosion, but many have complained about losing the little red straw that comes attached to the sides of cans with a piece of tape and spending unwanted time searching for it.

WD-40 Company is getting rid of the tape and detachable straw, and is giving its most popular-size cans something to hold on to—a permanently attached straw that sprays two ways. WD-40 Smart Straw® cans contain the same formula used and trusted by millions of people around the world, but also feature the permanently attached straw, which can be flipped down for a wide spray or flipped up to apply a pinpoint stream into hard-to-reach places.



A permanently attached straw that sprays two ways will make a 55-year-old product an even more useful and time-saving tool.

The list of ways to use WD-40 also continues to improve. In fact, WD-40 Company has expanded its official list of more than 2,000 uses for the product on its new Web site, wd40.com. Many loyal fans regularly share their favorite uses online through the official WD-40 Fan Club, now more than 115,000 members strong.