

INGENIOUS IDEAS

Well-Known Problem Solver Offers Consumers The Last Straw

(NAPSA)—A well-known and beloved product upon which consumers have depended for uses that range from cleaning car bumpers of grease, grime and bugs to preventing rust on sporting and gardening equipment has just topped itself.

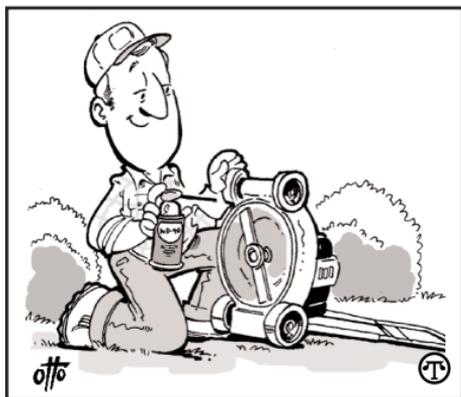
When WD-40 Company learned that more than 80 percent of its users have lost the little red straw at some point, they went out and did something about it. The company solved the problem by literally giving consumers the “last straw” with the WD-40 Smart Straw.

The WD-40 Smart Straw features the original, beloved formula and comes with a permanently attached straw.

The “doers” of the world who depend on the product for thousands of different uses can now spray to their hearts’ content but will never “lose it”—the signature little red straw, that is—again. “This is what consumers have been asking for,” said Tim Lesmeister, vice president of marketing.

A revolutionary packaging design, the WD-40 Smart Straw comes in a 12-ounce can and sprays two ways: as a stream through the permanently attached straw for hard-to-reach jobs or when the straw is folded down, via the wide-area sprayer to cover larger surface areas.

The list of uses for WD-40 continues to grow. In fact, the com-



You Won't Lose It—A product with thousands of uses now has a “smart straw.”

pany has published an official list of 2,000 uses on its Web site (www.wd40.com), and many loyal fans regularly share their favorite uses through the official WD-40 Fan Club, now nearly 92,000 members strong.

The Smart Straw is the second major packaging innovation since the company's inception in 1953, and it reflects the company's commitment to offering today's consumers the easiest, most convenient way to get the job done. The first change in packaging was the 2004 introduction of the WD-40 Big Blast can, featuring a wide-area spray nozzle that allows users to cover more area in less time. The 12-ounce WD-40 Smart Straw can is available at major retailers. To learn more, visit www.wd40.com.