

## **FOR IMMEDIATE RELEASE**

### **Camie-Campbell Introduces New Bio-Based Lubricants to Canada**

*Tom's Secret Formula line includes three biodegradable lubricants*

**St. Louis (May 2009)** – Camie-Campbell is pleased to announce the Canadian debut of Tom's Secret Formula. Beginning in April, Canadians will see Tom's Secret Formula, a unique line of environmentally-friendly, biodegradable lubricants, on the shelf. The product line includes B-404, a high performance all-purpose lubricant, Garage Door Lubricant and Truckers' Lubricant, a mechanical lubricant.

“We are excited to launch such innovative and environmentally-responsible products in Canada,” said Mike Polizzi, National Sales Manager of Tom's Secret Formula. “I think people will be surprised at how much better these environmentally-friendly products are compared to their traditional counterparts. We are glad to support Canada's green initiative.”

The product line provides an earth-friendly alternative to traditional all-purpose and mechanical lubricants. Each product is formulated with natural vegetable oils and has a variety of functions. All three products will be available in 326-gram size, while B-404 will be available in a smaller 85-gram can as well.

- B-404 is an all-purpose lubricant that is safe for all types of metal. It clings to surfaces and does not evaporate, which enables B-404 to provide a longer lasting effect compared to traditional petroleum based lubricants. In addition, it is an excellent tool for loosening rusted or frozen bolts and nuts.
- Garage Door Lubricant, which has commercial and residential uses, surpasses the lubricity and performance of traditional garage door lubricants.
- Truckers' Lubricant is a high performance mechanical lubricant specialized to cling to surfaces, reducing waste and clean up. It has a variety of uses from hinge pins, to tracks and rollers for roll-up doors, to cargo load docks.

“This is our first complete national distribution of Tom's Secret Formula,” said Polizzi. “I know that this product will become a fast-favorite for those who use it.”

Tom's Secret Formula, a green product line of Camie-Campbell, is available in Canada exclusively at Canadian Tire.

*Add One*

*Tom's Secret Formula/Canadian Tire*

**About Camie-Campbell**

Manufacturing and packaging high quality products for more than 50 years, Camie-Campbell offers spray adhesives, silicone lubricants, cleaners and degreasers. Camie serves a variety of industries including screen-printing, injection molding, furniture, sewing and upholstery, construction and maintenance applications. All Camie-Campbell products are available through an extensive nationwide network of distributors. Camie-Campbell also features specialty formulations and private label products.

###