

Tom's Secret Formula B-404 Case Study

HOK Sales

Recently, Dan Nolan National Accounts Manager at HOK Sales shared a few samples of Tom's Secret Formula products with his co-worker Jimmy Johnsen. It didn't take long for Johnsen to put the biodegradable products to the test.

Johnsen first used the Tom's Secret Formula B-404 All-Purpose Lubricant to free up a dock plate in the shipping area with great success. Impressed by the great job B-404 did on the dock plate, he decided to try it on a knife that cuts vibration mats for the pressure boosters. The vibration mats, sold by HOK, are made of rubber $\frac{3}{4}$ -inch thick. In the past, Johnsen had used a mixture of an improvised petroleum-based lubricant and transmission fluid.

"B-404 is the best product I've used to cut the vibration mats," said Johnsen. "The clean up is great and there's no smell. The product I mixed myself worked well, but not as well as the B-404."

In addition, he used the Garage Door Lubricant on the company's loading dock garage door. "We had a flood last summer and the garage door got wet. It wasn't running as smoothly as before," said Johnsen. "With one application of the Garage Door Lubricant, it was working like new again."

With all the success he was having with the Tom's Secret Formula products, Johnsen was persuaded to try it at home. An admitted "car guy," he tried it on his 1997 Jeep Grand Cherokee. "It has 206,000 miles and the driver's door has always stuck. Nothing ever really worked on it, until I used the Truckers' Lubricant."

Johnsen's lubrication needs are not uncommon – equipment at work, a garage door, a squeaky car door. Before he would have used a widely available petroleum-based lubricant or silicone spray, but now he's sold on Tom's Secret Formula. "I will continue to use this product at work and at home," said Johnsen.