

Tom's Secret Formula Garage Door Lubricant Case Study

ACE Hardware in Gig Harbor, WA

Overview

As more and more consumers become environmentally conscious, retailers are following the trend. The ACE Hardware in Gig Harbor, WA, not only saw the consumers' interest rise, but also understood the importance of these earth-friendly products. In fact, there is one green product that store owner, Dell Garber, swears by.

Standard penetrating lubricants like WD-40 were Garber's rust-fighting weapon of choice, but when his squeaky garage door wasn't quieted by continuous applications of petroleum-based products, he thought he would have to live with the headache.

Strategy

When Tom's Secret Formula arrived on the shelves of his store in January of 2009, Garber wanted to test the biodegradable lubricants on his troublesome garage door. Garber brought home a can of Tom's Secret Formula Garage Door Lubricant and got to work. The product is formulated specially for use on rollers, hinges, springs, bearings, cables and locks or roller chains.

"I've used WD-40 for some things and I've also tried using 3-in-1 lubricating oils, but Tom's Secret Formula is far superior to anything WD-40 has ever produced," said Garber.

Garber has used the Garage Door Lubricant on several other applications at work and at home. After one liberal application of the product on his delivery truck, Garber has noticed the ease of operation.

"It used to be a two-handed job opening the roller door," said Garber. "I've used other lubricants on it in the past with two or three applications and so far, the Tom's is way better than that."

Tom's Secret Formula biodegradable lubricants can be used for a number of commercial and residential applications. Garber was able to use the Garage Door Lubricant on his motor home as well. An electric powered step at the entry door is constantly clogged with dirt from his travels and at times would squeak and shake. But his step now folds smoothly.

Results

In more than two months, Garber has only applied the Garage Door Lubricant once.

"My garage door gears and rollers were quite squeaky, to the point where I could hear them working inside my house," said Garber. "Now, I can't hear them moving at all."

Garber mentioned that Tom's Secret Formula also has an easier, cleaner application than WD-40. Unlike some other petroleum-based lubricants, Tom's Secret Formula is not black or runny, and has no odor. In addition, the 360-degree spray design allows for lubrication from any angle, even upside-down.

"My customers are becoming increasingly aware of the green movement," said Garber. "A lot of products are on the market being promoted as green, but Tom's is the best I've seen yet."