

Tom's Secret Formula B-404 & Trucker's Lube Case Study

Andy's Repo, Salvage & Towing

Overview

The automobiles that Andy Yeates, owner of Andy's Repo, Salvage and Towing in Lakemoor, Ill., deals with on a daily basis are anything but pristine. The cars and trucks that come into his shop are dented, rusted and, in some cases, unsalvageable. Trying to move and operate these three thousand pound machines is a difficult task, one compounded by worn and damaged parts.

To help loosen rusted car parts, Yeates would normally use WD-40 as a general lubricant, the most common name associated with consumer lubricants. For winches on company tow trucks, he usually applies axle grease to lubricate the winches and cables, which stick together in high temperatures. However, he often ran into trouble when instant penetration was needed on worn down car components, and the axle grease he used was both difficult to apply and inconsistent with dispersion.

In order to more effectively counter the lubrication problems that arise at his salvage yard, Yeates needed lubricants that were both easy to apply and would outperform the products that continued to disappoint him. In addition, he was searching for ways to become more environmentally conscious.

Strategy

After hearing about his lubrication problems, Yeates' brother told him about a new line of products from Camie-Campbell called Tom's Secret Formula. Yeates began using Tom's Secret Formula B-404 All-Purpose Lubricant and Truckers' Lubricant. The complete line includes five products – B-404 All-Purpose Lubricant, Garage Door Lubricant, Cutting Oil, High Performance Pipe Thread Lubricant and Truckers' Lubricant. All Tom's Secret Formula products are biodegradable and formulated with optimized USA-grown vegetable oils and selective additives. The lubricants, which contain no chlorine or regulated toxins, are safe for all metals and do not evaporate, providing long-lasting lubrication in addition to industry specific-benefits.

Yeates used B-404 and Truckers' Lubricant for one month, addressing day-to-day lubrication problems that arise at his company.

Results

"It's the best stuff I've ever had," Yeates said after testing both products. "B-404 really penetrates the rust and works well as a general lubricant. With the Trucker's Lubricant, you can leave the winch cable on the spool and the lube penetrates the whole spool of cable. And with the ergonomically-designed cans, it's a much easier application."

Yeates continues to use the remaining B-404 and Trucker's Lubricant, and he said he is anxiously awaiting the line's availability to consumers. The fact that the products are earth friendly, he said, makes it the all-around best product he and his employees have used for their lubrication needs.