

# Tom's Secret Formula B-404 Case Study

## Johnson Brothers Garage

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### Overview

There isn't a day that goes by at Johnson Brothers Garage where Kevin Johnson doesn't have trouble removing a lug nut, bolt or screw. Dents and rust would often make it impossible for him to loosen and remove parts without lubrication. Standard penetrating lubrication, such as WD-40, would work most of the time, but there are a number of times Johnson would painstakingly pull and prod a bolt and screw without any success in loosening it.

When instant penetration was needed on a part, Johnson struggled to find a fast-acting and effective lubricant that met his needs. In order to more effectively counter the lubrication problems that would arise at his garage, Johnson needed a lubricant that was both easy to apply and would outperform the products that failed to deliver. Johnson began searching for products that provided safer disposal.

"There are a couple lug nuts on cars where I could sit there all day and it wouldn't come off," Johnson said.

### Strategy

Johnson began using a new product from Camie-Campbell called B-404, an all-purpose lubricant from a new line called Tom's Secret Formula. The line includes five products – B-404, 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.

Johnson used B-404 for one month, addressing day-to-day lubrication problems that arose at his garage.

### Results

"Honestly, out of everything I've ever tried, this is probably one of the best," Johnson said of B-404. "It's been a big helper. Some bolts I couldn't get off with regular WD-40, but this stuff worked. Spray that stuff on a bolt and in a couple of minutes, it's off."

Johnson continues to use the remaining B-404, and said the product is now his first choice when he needs a fast-acting lubricant. 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.