

Tom's Secret Formula High Performance Pipe Thread Lubricant

Case Study

Rock Hill Mechanical

Overview

When Camie-Campbell sought industry professionals to test its Tom's Secret Formula High Performance Pipe Thread Lubricant, Rocky Ritter of Rock Hill Mechanical was willing to take the challenge. With more than 15 years experience, Ritter brought his tools and equipment to Camie's headquarters for a comparison test. He also brought the pipe thread lubricant he uses daily.

Strategy

Ritter's everyday pipe thread lubricant is a standard brand in the industry. He demonstrated the pipe threading process for Camie's sales and research staff, using his brand of lubricant. The lubricant was a thin oil that dripped a considerable amount of excess on the ground beneath the equipment. However, it did the job well with no binding or smoking.

Then Ritter was asked to try Tom's Secret Formula High Performance Pipe Thread Lubricant. Ritter used the same piece of pipe and equipment in this second test.

Results

The Tom's Secret Formula lubricant clung better to the pipe, creating a superior hold and extended lubrication.

"It tends to cling better than other products and the threading process seems smoother," said Ritter.

In addition, the Tom's Secret Formula High Performance Pipe Thread Lubricant left less of a mess on the drop cloth below the equipment.

"That's one thing I like about this product," said Ritter. "There's a lot less mess, which means a lot less clean up and time savings. Besides, I'm not always working in an environment when I can help a huge mess, nor do I want to."