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WD-40® BRAND SHOWCASES NEW PRODUCTS AT AAPEX 2023

SAN DIEGO – October 17, 2023 – With the same spirit of perseverance, innovation, and tenacity for solving tough challenges that led to the creation of WD-40® Multi-Use Product nearly 70 years ago, WD-40 Brand continues to innovate and will showcase new products at AAPEX 2023 (#4831).

Among the new products at the booth:

- The WD-40 Precision Pen — Engineered to deliver the power of the Original WD-40 Formula with pinpoint precision, the compact, pocket-sized Precision Pen ensures controlled flow in tight spaces – for quick fixes at home, in the garage, or in the shop.
- WD-40 Specialist® Degreaser and Cleaner EZ-Pods – A concentrated, industrial-strength formula that allows pros to customize their degreasing power. For everyday jobs, drop one pod in 32 oz of water for a mix-and-go solution that dissolves in minutes. For tough jobs add a second pod for more power.
- WD-40 Specialist Electric Parts Cleaner – The must have solution for cleaning sensitive electric components/parts safely, easily and quickly for optimal performance. Removes surface contaminants even in hard-to-reach places with no residue. Safe for use on most plastics, rubber and metal.

“70 years ago, the Original WD-40 Formula was born from a spirit of grit, perseverance, and innovation,” said Erin Bala, vice president of U.S. marketing and Americas innovation at WD-40 Company. “Today, this spirit continues to drive us and we are eager to share some of our latest solutions with visitors at AAPEX.”

To learn more about WD-40 Brand and its full portfolio of solutions visit wd40.com.

About WD-40 Brand

WD-40® Brand offers more than 30 innovative, quality products to get the Job Done Right®. The same spirit of innovation for solving the toughest challenges, which led to the creation of the original WD-40® Multi-Use Product, also drove the brand to grow its family of offerings to include the WD-40 Specialist® line – best-in-class products that deliver superior performance for industry professionals. WD-40 Specialist products provide specialized, heavy-duty solutions in factories, facilities, automotive garages, and on farms around the world. The line consists of lubricants, penetrants, greases, cleaners and degreasers, and rust-management solutions scientifically designed for the world’s toughest jobs. For additional information about WD-40® Brand products, please visit wd40.com.