



# WD-40 SPECIALIST® GEL LUBE ESTIMATED TO SAVE POULTRY EGG FARM OVER \$20,000 ANNUALLY

CASE STUDY

## CUSTOMER CHALLENGE

**Company Overview:** A large poultry egg farm, located in Southern California, operates one of the region's largest egg-laying facilities—housing more than 2 million hens across 14 barns and producing over 100 million eggs annually. Over 1,000 conveyor chains move manure and eggs through a heavy particulate environment.

According to the company, the facility experienced frequent chain binding and breakage due to their previous lubricant failing to last in harsh, particulate heavy conditions. Maintenance crews were forced to lubricate daily, consuming 60 gallons of product annually and replacing 55 chains per month due to breakage, resulting in downtime, labor inefficiencies, and rising maintenance costs.

## Customer-Reported Results

### Solution:

We supplied the company with complimentary samples of WD-40 Specialist Gel Lube, whose clinging formula stays in place under load and resists throw-off. It protects metal components from wear and corrosion—ideal for the farm's continuous chains. Because these chains operate below the food line with no potential for food contact, NSF H1 registration was not required.

### Results:

Based on an interview with the company personnel, the company reported the following results: The conversion reduced lubrication from daily to every seven weeks, cut product use from 60 to 12 gallons per year, and eliminated chain replacements. Application maintenance labor dropped by 99%, **delivering an estimated \$20,730 in annual savings** through:

- Reduced Product Consumption
- Labor Reduction
- Parts & Repairs

### Outcome:

With WD-40 Specialist Gel Lube, the end user achieved smoother chain operation, zero breakage, and extended equipment life—proving the **total cost-of-ownership advantage** of WD-40 Specialist performance.

## WD-40® Brand Solution

### WD-40 Specialist Gel Lube



### Testimonial from a Company Employee:

**"I went from replacing 55 chains per month and now I don't have to replace any!"**