



WD-40 SPECIALIST® | STREAMLINED PREVENTATIVE MAINTENANCE DRIVES SIGNIFICANT ESTIMATED COST SAVINGS

CUSTOMER CHALLENGE

Company Overview: A leading U.S. automotive manufacturer implemented WD-40 Specialist® products across its molding, shearing, and assembly operations to reduce downtime, streamline maintenance routines, and standardize its preventative maintenance practices. By aligning with WD-40 Company's four functions of Preventative Maintenance—Prep It. Clean It. Lube It. Protect It.—the company's maintenance team reportedly achieved measurable improvements in labor efficiency, product utilization, and overall equipment reliability.

The Challenge: According to the company, maintenance teams were spending excessive time re-applying products and waiting for penetrants to take effect. Cleaning and lubrication tasks required multiple products from various suppliers, creating inconsistency and waste. Previously-used products delivered uneven results—causing longer dwell times, higher consumption, and more frequent equipment touchpoints. The maintenance team's proactive approach was to find a cohesive product portfolio that would simplify preventative maintenance, reduce cost of ownership, and improve process efficiency.

Customer-Reported Results

The Solution: We supplied the company with complimentary samples for joint testing with maintenance and engineering teams by replacing multiple existing cleaning and lubricating products with WD-40 Specialist® products aligned to the four pillars of Preventative Maintenance. Based on an interview with the Maintenance Lead, the company reported the following results:

PREP IT

WD-40 Specialist® Industrial-Strength Degreaser

- Cut cleaning time in half for molds, presses, and refurbished components—from 2 hours to 1 hour per cycle. **\$5,040 annual labor savings.**

WD-40 Specialist® Penetrant

- Reduced wait time per application by 50% resulting in **\$2,520 labor savings annually.** Used on pins, mold cylinders, and rusted fasteners.

CLEAN IT

WD-40 Specialist® Contact Cleaner

- **\$1,548 direct product cost savings.** Delivers no-residue finish for electronics, sensitive components, and general cleaning.

LUBE IT

WD-40 Specialist® Roller Chain Lubricant

- 20% decrease in product consumption for chain change-outs and mold press lubrication, **resulting in \$720 in annual savings plus \$2,520 labor savings.**

PROTECT IT

WD-40 Specialist® Dry Lube

- Provided smoother motion and cleaner operation on cylinder shafts and roller bearings, reducing unplanned maintenance.

WD-40® Brand Solution

WD-40 Specialist Industrial-Strength Degreaser

WD-40 Specialist Penetrant

WD-40 Specialist Contact Cleaner

WD-40 Specialist Roller Chain Lubricant

WD-40 Specialist Dry Lube



Testimonial

WD-40 Specialist Products used by the Maintenance Lead:

"I used to have to apply a degreaser then clean it 3-4 times, we cut our degreasing time in half."

Total estimated savings: \$12,348 annually