

1 TIP TO WD-40[®] YOUR CREATIVE OPS

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CHIEF MARKETING OFFICER





LIST OF 2000+ USES

The uses of WD-40 Multi-Use Product described on this website were provided to WD-40 Company by end-users of the product, and do not constitute recommendations or suggestions for use of WD-40 Multi-Use Product by WD-40 Company. These uses have not been tested by WD-40 Company. Consumers should exercise common sense whenever using WD-40 Multi-Use Product. Always follow the instructions and take heed of any warnings on the WD-40 Multi-Use Product packaging.

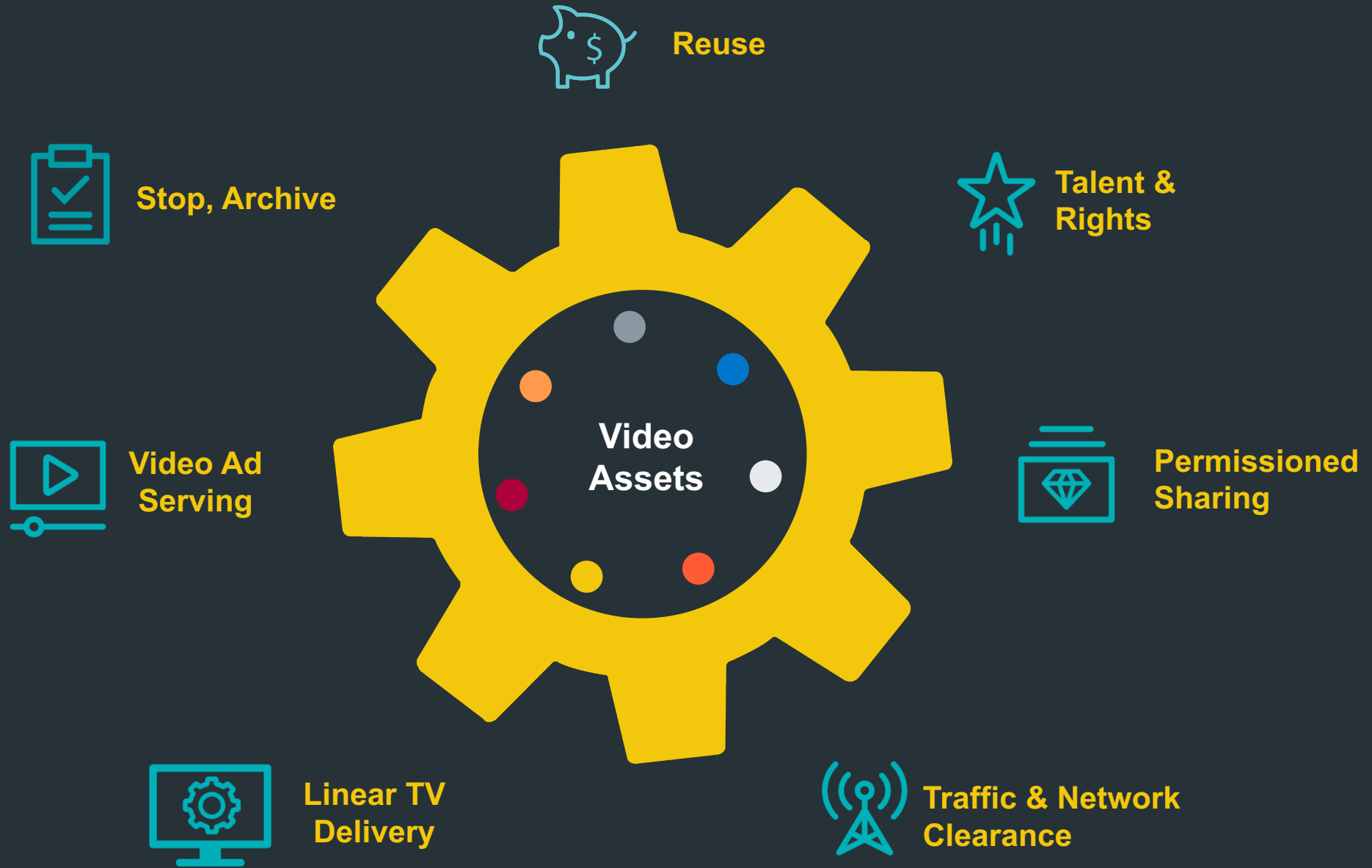
- Use to loosen rusty nuts and screws, clean garden tools
- Cleans piano keys
- Keeps wicker chairs from squeaking
- Lubricates small rolling toys
- Keeps garden tools rust-free
- Cleans patio door glide strip
- Removes crayon from clothes dryer (make sure to unplug dryer first)
- Removes scuff marks from ceramic tile floor
- Keeps metal wind chimes rust-free
- Removes crayon from walls
- Helps join plastic shelving to make disassembly easier
- Removes water spots from mirrors
- Lubricates hinge on pruning shears
- Lubricates screws on lawn furniture
- Lubricates hydraulic rams on slideout of 5th wheel
- Cleans fiberglass bathtubs
- Cleans and prevents rust on oil tank exterior
- Cleans and protects bed of wheelbarrows
- Prevents rust on swamp cooler nuts
- Removes tea stains from countertops
- Removes crayon from wallpaper
- Lubricates gate locks
- Removes crayon from carpet
- Removes crayon from compressed wood furniture
- Loosens rusty parts on lawnmower
- Lubricates sticky drawers
- Removes tape marks from the wall where posters hung
- Shines leaves of artificial houseplants
- Keeps snow from sticking to shovel
- Removes coffee stains on floor tiles
- Keeps hose ends from corroding
- Lubricates moving parts on playground equipment
- Removes crayon from plastic
- Removes decals from bathtubs
- Removes old cellophane tape
- Removes crayon from shoes
- Cleans ashtrays
- Removes crayon from toys
- Cleans and protects underside of cast iron skillets
- Lubricates mixer gears
- Removes rollerblade marks from kitchen floor
- Adds moisture to and preserves ivory and bone items
- Keeps lawn mower carburetors free of gunk
- Removes velcro stickers
- Polishes away scratches on countertops
- Lubricates vacuum cleaner roller brush
- Cleans gunk from base of toilet bowl
- Lubricates runners on porch glider
- Cleans roofing tar off circular saw blades
- Protects exposed metal parts on snow blowers
- Removes sticker residue from clothes
- Removes gum from flagpoles
- Keeps clay from sticking to shovels
- Prevents rake from rusting
- Removes laundry detergent stain from washer
- Polishes splash guards
- Cleans crayon off of rock walls
- Lubricates ball valve handle on sprinkler system
- Lubricates return springs on riding lawnmowers
- Keeps kitty-doo from sticking to electric cat-box rakes
- Removes dried toothpaste stains
- Removes silly putty from furniture
- Cleans lime stains from toilet bowls
- Spray on bottom 6 inches of wooden patio table to prevent mildew build up
- Removes glue from refrigerator
- Helps clean showers
- Cleans build up on hedge trimmers
- Lubricates gardening shears
- Cleans dog hair from sliding door rollers
- Removes marks-a-lot ink from most items
- Removes rust from cookie tins
- Keeps flower pots from sticking together when stacked in storage
- Removes gum from dryer lint screen
- Cleans tar from rubber water hoses
- Removes scuff marks from lawn furniture
- Removes rust stains from tile floors
- Lubricates lever on razor scraper
- Removes lipstick from fabric
- Lubricates folding parts of ironing board
- Removes rust from chair feet
- Cleans and polishes gold and brass lamps
- Removes adhesive price tag from shoe bottoms
- Keeps trigger on glue gun from sticking
- Cleans bed frame
- Protects shower heads from rust
- Protects silver from blackening
- Lubricates external pivots on lawnmowers
- Keeps blades from rusting on garden plow
- Cleans black streaks from hardwood floors
- Protects inner machinery in toilet against corrosion
- Removes paint from tile flooring
- Protects hand towels from corrosion
- Cleans and protects pitchforks
- Lubricates screen channels upon installation of rubber bead
- Removes rust stains from bathroom tubs
- Cleans metal figurines
- Shines shower doors
- Protects patio door from sun damage
- Cleans mildew from refrigerator gasket
- Helps clean rust from wire shelves
- Cleans newspaper ink from tables
- Removes rust stains from floor after mopping
- Cleans and protects tv antenna
- Removes gum from wallpaper
- Penetrates and frees stuck toilet shutoff valve
- Spray on rototiller blades to prevent rust during off-season
- Cleans melted vacuum belt from carpeting
- Removes crayon from television screen
- Lubricates zippers on lawn mower grass catcher bags
- Cleans gunk from chain saws
- Prevents rust on metal patio chairs
- Removes crayon marks from glass
- Camouflages scratches in cultured marble
- Removes berry stains from patio furniture
- Removes scuff marks from concrete
- Cleans heavy dirt from shovels
- Cleans rust from metal exterior of speakers
- Coat outside pipes during winter to help prevent freezing damage or pipe bursts
- Removes glue deposits from linoleum
- Lubricates hinges on antique smoking stand
- Removes masking tape residue from linoleum
- Cleans gunk built up on doorknobs
- Removes stickers from credit cards
- Cleans smoke stains
- Removes lipstick from carpet
- Lubricates metal latches on chain link fences
- Removes melted scotch tape from dining room table
- Removes stains from coffee cups
- Removes crayon from screen doors
- Removes crayon from plastic tables
- Removes oil stains from nylon
- Spray on hula hoe swivels to clean & prevent corrosion
- Lubricates air holes before inserting hand air pump nozzle onto tires
- Keeps lawnmower wheels turning smoothly
- Keeps plant supports from rusting
- Removes gum from linoleum floor
- Removes strawberry stains from countertops
- Removes tar from shovels
- Keeps plant hangers from rusting
- Removes mascara from tile floors
- Erases marks caused by chair backs on running boards of wall
- Spray on silverware during unused periods to prevent tarnishing
- Clean black marks from shoes of the floor
- Removes labels from medicine bottles
- Removes wax from shoes
- Cleans chair wheels
- Cleans window sills
- Protects snow shovels from the effects of salt
- Cleans and protects washer lid
- Prevents corrosion on outdoor light fixtures
- Removes felt pen marks from floor
- Loosens valve stems on lawnmower tires
- Removes gum from aluminum siding
- Removes wax from vinyl surfaces
- Cleans and lubricates the rubber surrounds on stereo sub woofers
- Spray down drain throat to remove scum
- Removes crayon from place mats
- Removes stubborn body oils and shampoo residue from bath mats
- Spray around bottom of garbage cans to prevent animals from getting in
- Removes oxidation from aluminum window frames
- Lubricates metal latches on brass candlesticks
- Cleans music racks
- Removes stains from coffee cups
- Cleans and protects blades of pruning shears
- Cleans wood planter bed
- Removes oil stains from nylon
- Polishes silver jewelry
- Lubricates freezer doors
- Removes grape juice stains
- Cleans marks on shelves made by coat hangers
- Shines aluminum sinks
- Shines wheelbarrow tires
- Cleans lock nuts around gate latches
- Camouflages scratches in linoleum
- Cleans and protects blades of pruning shears
- Keeps clay from sticking to hose
- Prevents rust from forming on blender blades during storage
- Spray on trash can lids to keep messes from sticking
- Protects outside of cast iron brake drums on riding lawnmower
- Removes grime from grout on bathroom floor
- Cleans dust from artificial flowers
- Removes starch residue from sole plate on iron
- Cleans vacuum cleaner dials
- Removes fingerprints from bay windows
- Cleans sole plate on iron
- Helps remove flood water marks from cedar panelling
- Shines mother-of-pearl accessories
- Removes ink from carpet
- Keeps garden plant cages bright and rust free
- Cleans lawnmower blades
- Cleans and protects antique kitchen tools
- Prevents mildew growth on fountain
- Removes marks from floors left by chair feet
- Removes crayon from chalk boards
- Eliminates static on volume and tuning control knobs
- Cleans candle soot
- Removes ink from blue jeans
- Cleans residue on luggage handles
- Cleans old muffin tins
- Cleans and protects pruning shears
- Cleans gold-plated faucets
- Removes petroleum stains from clothing
- Keeps sewing needles from rusting
- Removes kool-aid stains from carpet and fabric
- Removes gunk from plastic dish-drainer
- Lubricates kitchen sink handheld spray nozzle
- Removes rust from curtain rods
- Removes adhesive from porcelain china
- Cleans bottoms of pots and pans
- Helps prevent rust on hide-a-key containers
- Cleans vinyl garage doors
- Cleans doggie doo from tennis shoes
- Cleans and gunk when replacing door latches
- Protects wood from iron rust
- Removes tomato stains from clothes
- Prevents rust from forming on washing machines
- Keeps metal wire screens rust free
- Removes blue baked-on acrylic cover shields from acrylic blowers
- Preventative maintenance on cooking burner
- Removes coffee stains from leather
- Protects electric pump on furnace
- Removes ink stains from leather
- Prevents corrosion on copper parts of fountain

ANYTHING and **EVERYTHING**

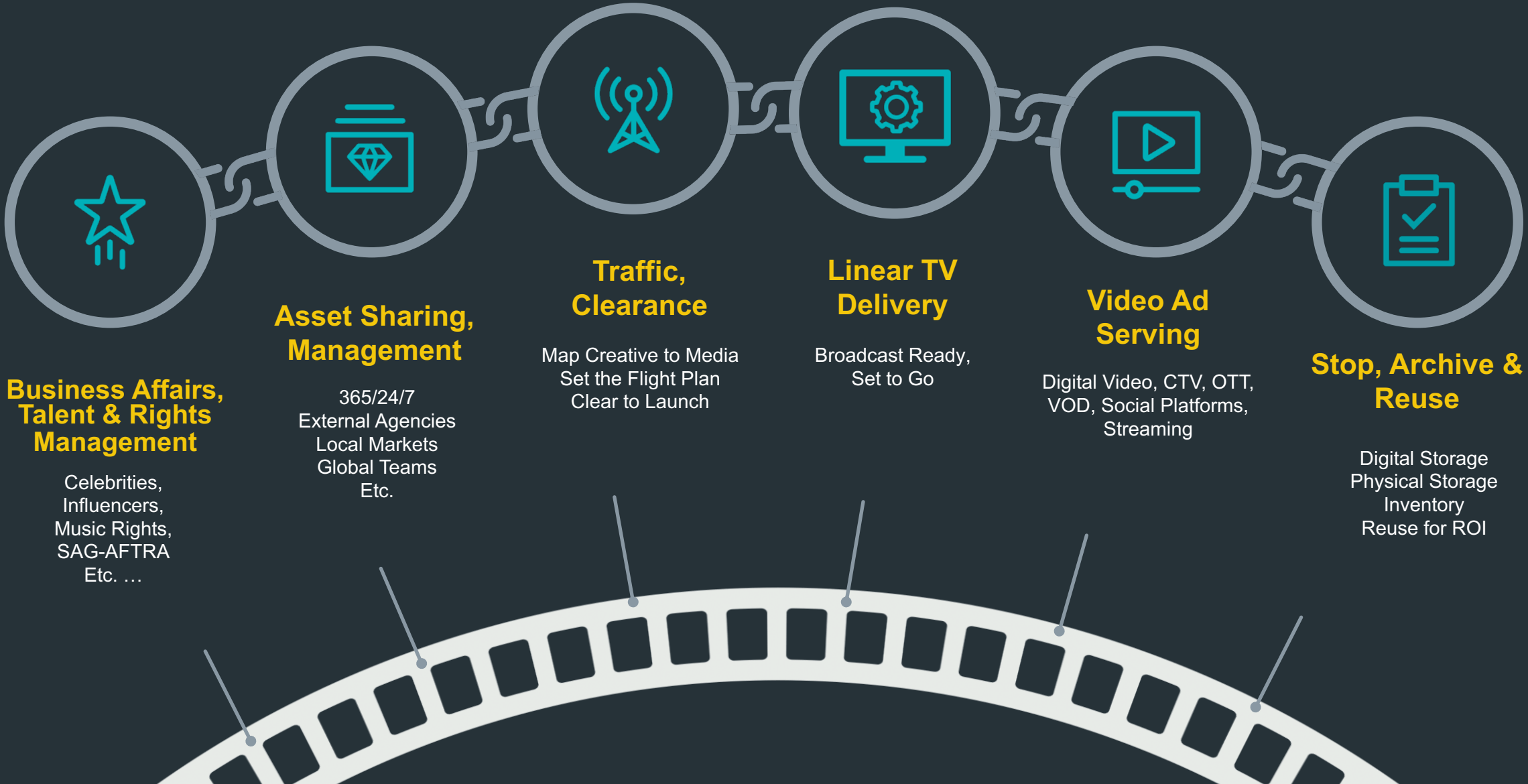


TODAY

How to organize your
finished video assets so
brands are ready for
anything and **everything**.



INTERDEPENDENT PROCESSES & TASKS



ONE TIP

Centralize to Simplify



Broadcast TV



Online Video



Broadcast TV



Online Video. Tablet, Mobile, Social



Broadcast TV



VOD, Connected TV

Each with Complex Workflows, Requirements, Rights



Complex, File Heavy, Data Rich, Strict Rights

What the marketers and their agencies care about ...

1. Produce great stories
2. Share them with all who need (many hands)
3. Play perfectly according to plan, across every screen, in compliance

Marketer Imperatives

● **Speed to Market**

● **Video Everywhere**

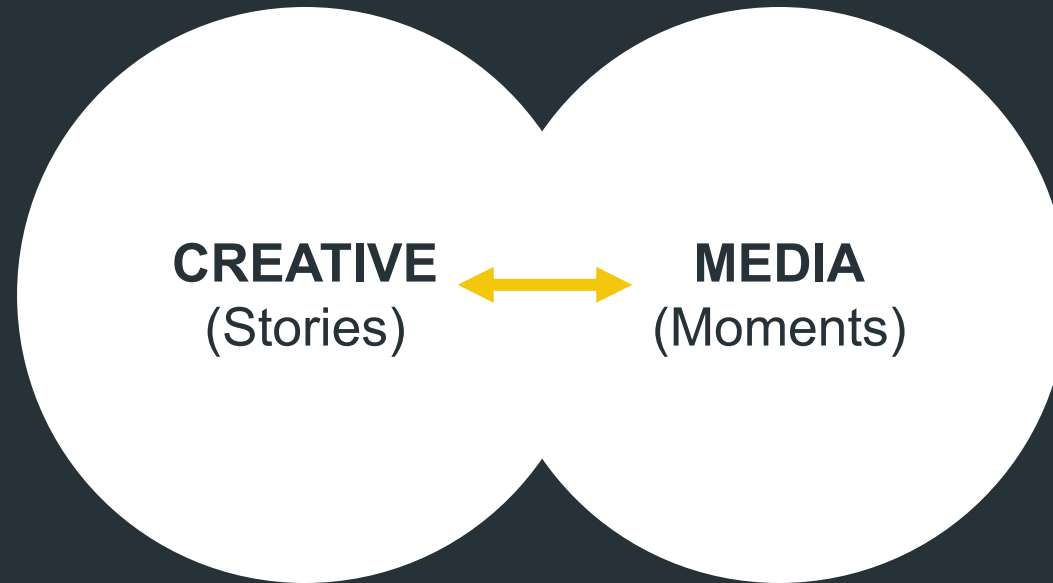
● **Asset Control & ROI**

● **Precision Compliance**

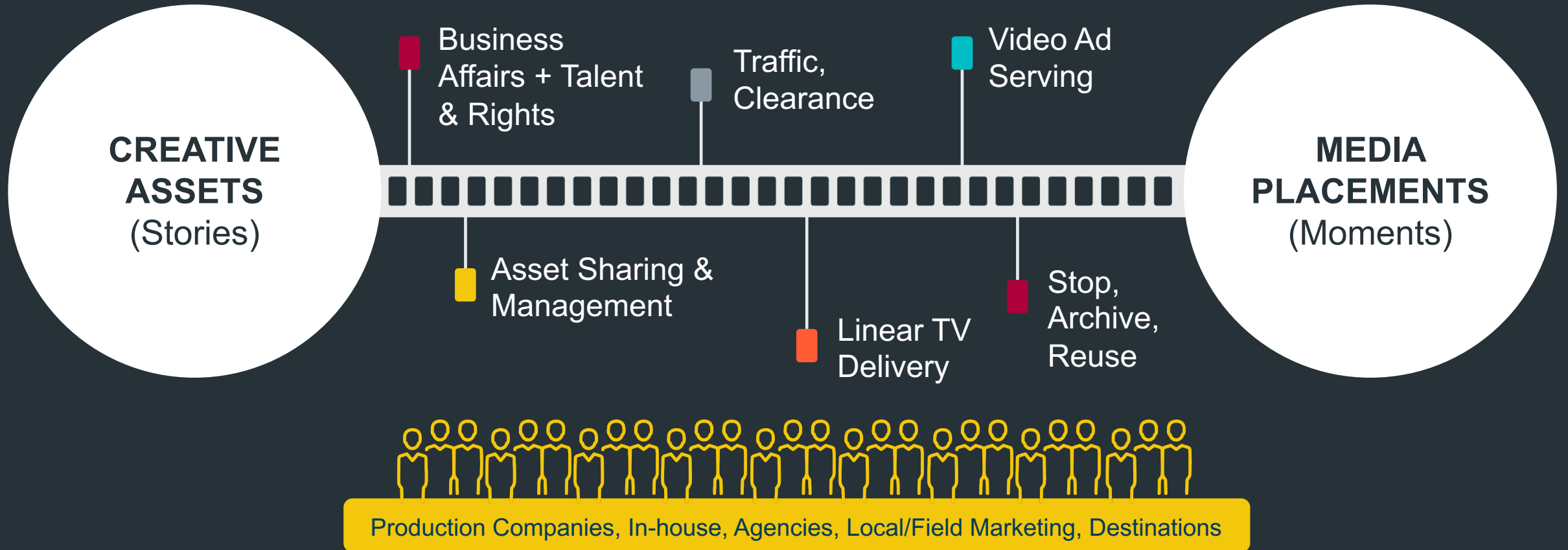
● **Creative Optimization**

● **“At the Ready” 365/24/7**

MAKE THIS HAPPEN WITH **ZERO FRICTION**



BE A WELL-OILED EXECUTION MACHINE



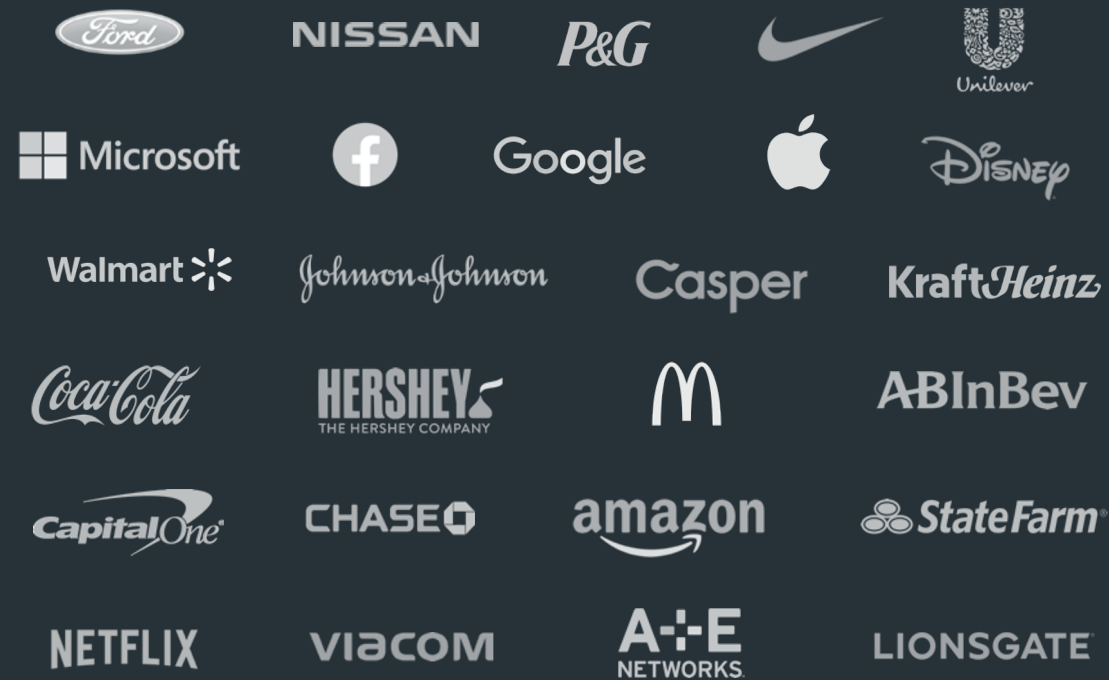
All screens, in compliance

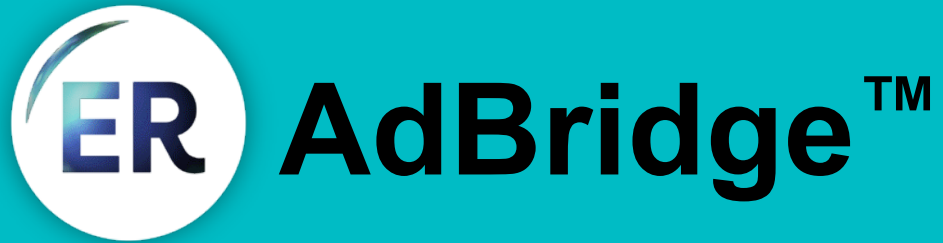


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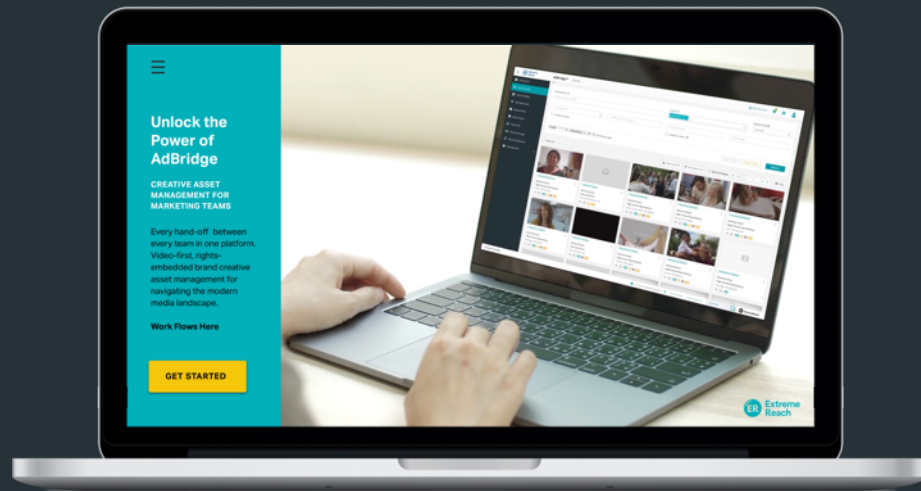
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CENTRALIZE TO SIMPLIFY



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