

# SPRAY

TECHNOLOGY & MARKETING

## Automotive Care



Iri Aerosol Trends



Auto Care Formulary



GHS Arrives in Canada

SPRAYIT

Ava Caridad  
Editorial Director

The vast majority of vehicle owners wash and clean their own cars. The U.S. Dept. of Transportation reported more than 250 million registered vehicles on the road—that's a lot of maintenance products.

# Get your motor runnin'...

Automotive product fillings climb  
for fourth year in a row

According to the Consumer Specialty Products Association (CSPA), 15% of all aerosol products filled in the U.S. & Puerto Rico in 2013 were automotive aerosols. There were 563.35 million Automotive, Lubricant & Industrial products filled in 2013, up from just fewer than 500 million in 2012. Fillings increased for the fourth straight year, rising 11.4%. Significant increases were seen in the Cleaners, Lubricants, Undercoatings, Carburetor/choke and Other categories.

## Listen to that engine...

Keeping motors clean and in running order is a big part of the automotive aerosol business. According to the CSPA, there were just over 16 million engine degreasers filled in the U.S. in 2013. Other totals include lubricants and silicones (almost 130 million); carburetor and choke cleaners (over 51.7 million); refrigerants (over 14.3 million); brake cleaners (106.6 million) and engine starter fluid (24.2 million).

To keep things humming under the hood, **Champion Oil** recently launched the new specialty engineered **Professional Grade Carburetor Cleaner**. The product has a special 45% volatile organic compound (VOC) formula that restores carburetor performance by removing gum, varnish, carbon deposits and dirt build-up. It cleans and frees automatic chokes, carburetor linkage, fuel injection intake systems, manifold heat controls and positive crankcase ventilation (PCV) smog valves. It won't harm oxygen sensors or catalytic converters.



## Justice Brothers Fuel Injection Air-Intake System Cleaner

cleans fuel injection air intake systems on gasoline powered cars. Safe for oxygen sensors and catalytic converters, it leaves behind corrosion protection while lubricating butterfly valves and all moving parts. It comes in a new sized can (211x413) manufactured by DS Containers.

Automobile Chemicals Ltd., Szeged, Hungary, launched the **BIG**



## Get your motor runnin'...

line of auto care products, including lubricant, silicone, brake cleaner, contact cleaner, carburetor cleaner, rust remover and tar remover.

To celebrate 50 years of manufacture and distribution of



quality aerosols, Dy-Mark brought to market a specially formulated range of 15 industrial grade cleaners and lubricants designed for professionals. After working closely with global leaders in actuator and valve development, Dy-Mark has designed a two-way lockable actuator that offers both a normal spray and an extension-tube spray for hard to reach areas. The actuator can be set to lock position to help prevent accidental spraying in the workplace. Selected products in the range also feature a 360° valve, which provides increased versatility in spray applications.



**Berryman B-12 Fuel System Cleaner** quickly disperses moisture and dissolves gum, varnish and other fuel residues from the entire fuel system, fuel tank, fuel lines, fuel injectors, valves, rings and pistons. Regular use helps ensure higher compression, fewer repairs, lower operating costs and increased spark plug and injector life. The product is safe for catalytic converters and oxygen sensors. The 211x604 can is manufactured by DS Containers.



### What was that noise?

Everyone dreads that “thud-thud-thud” sound when a tire goes flat, usually on a deserted highway or otherwise sketchy area.

Consumers can be prepared with **Johnsen's Emergency Quick Flat Fix** an easy-to-use, non-flammable tire inflator and sealer, intended for use on small tires. The 211x604 can is manufactured by DS Containers.

There were over 24.3 million tire inflator and sealant aerosols filled in 2013 in the U.S., including **Fix-A-Flat 16oz Aerosol Tire Inflator** from **Accessories Marketing**. The product



## Sherwin Williams develops specialty product for military vehicles

Sherwin-Williams launched **MIL-DTL-64159 Type III Chemical Agent Resistant Coating (CARC) Aerosol** for touch-ups or other small job applications on military vehicles, ground support equipment and rotocraft.

The coating provides vital CARC protection for military vehicles in the field, where a scratched or damaged finish coat—or a repair made with a non-CARC coating—may compromise

the integrity of a vehicle's protection and put military personnel at risk.

A specially-designed aerosol can allows military personnel to mix the two-part coating through a simple procedure that includes shaking the can, depressing a plunger to mix the coating and shaking once more prior to application, saving time and allowing rapid field recoating.

The water-reducible topcoat combines corrosion resistance in a CARC coating, is Qualified Products Database (QPD) approved, available in multiple CARC colors and easily portable in 250mL and 400mL sizes.



## Get your motor runnin'...



seals punctures and inflates a tire in seconds without the need for a jack, spare tire or any tools, allowing motorists to get off the road and to a service station where an approved repair can be made. It seals and inflates in seconds with a hose top that works on all wheels. The product is easy and safe to use, and washes off with water. The non-flammable formula includes the Solstice Propellant from Honeywell.

### Clean cars last longer...

Regularly washing a car protects its finish and increases its resale value. Smart drivers know this; that's why almost 75 million car cleaning aerosols (automotive upholstery, leather, vinyl, dressing and tire cleaners) were filled in 2013. "Other" products, including adhesives, windshield cleaners and lock de-icers totaled 82.3 million units filled.

More good news is that **Sprayway Inc.** announced the return of **Vinyl & Leather Cleaner** (SW-990) to its line of automotive detail and maintenance products. The professional grade cleaner formulated with oil of mink restores and conditions while safely removing stains, smudges, fingerprints, salt and dirt from vinyl and leather upholstery. With a fresh, new-leather scent and powerful foaming



action, the cleaner gently removes spots, stains and odors with ease and speed, restoring to a "like new" appearance. It comes in a can from Ball, with a valve from Aptar and a cap from Berry Plastics.



Sprayway also added **Bio-Enzymatic Carpet & Upholstery Cleaner** to its growing line of vehicle detailing and maintenance products. The cleaner has fast-acting enzymes that safely remove stubborn stains and odor-causing organic matter from carpet and upholstery. With an easy-to-use inverted spray actuator from Precision Valve and powerful foaming action, the cleaner attacks spots, stains and odors with ease and speed. It works



effectively on spots caused by dirt, coffee, milk, wine, soda and pet stains. Crown supplies the can and Berry Plastics supplies the cap.

**Saint-Gobain Quantum**, Chinese manufacturers of high-end automotive glass, has broadened its offerings and entered the premium car care product category. Glass cleaners feature a fine-mist, 360° spray for even coverage and come in a reusable container utilizing

Flairosol technology from Afa Dispensing.

The **WD-40 Co.** released **3-IN-ONE Lock Dry Lube** to help loosen and lubricate stuck locks and protect them from corrosion without attracting dirt and debris. The clear formula dries within minutes and the attachable straw delivers the formula into narrow lock mechanisms to penetrate stuck locks quickly and deeply. Lock Dry Lube can also be used without the straw for a wider spray pattern to refurbish and protect the entire lock. The product is safe to use on metal, wood and most plastic surfaces. The polytetrafluoroethylene (PTFE)-based formula helps reduce wear on lock mechanisms for automotive, marine and commercial locks and padlocks, and provides long-lasting corrosion protection. The can was supplied by Crown, Cork & Seal.



### Paint your wagon...

According to the CSPA, just over 22 million aerosol undercoating units were filled in 2013. Meanwhile, over in Spain, **Roberlo** introduced its new and improved range of **Aircolor** aerosols to meet the market trend, which has increased toward aerosols by a large number of professionals, according to Roberlo, thanks to the combination of productivity, performance and results. The new sprays to join to the range are **Extrafiller** (1K primer), **Etch Primer 1K** (primer with anticorrosive pigments), **PreFill WB** (refillable aerosol for water-based paint), **Bumper Renault 205139** and **Fade Out Spray** (additive).



### An inside job...

As anyone with kids, dogs or both can attest, the inside of a vehicle can be very hard to keep looking and smelling clean. With **Rust-Oleum NeverWet Auto Interior Fabric** water repelling treatment, do-it-yourselfers can protect auto fabrics by helping prevent water, mud, slush and stains from ruining the fabric. NeverWet Auto Interior protects the surface with



a superhydrophobic treatment that repels water-based liquids on a variety of auto interiors including leather, cloth, and synthetic and natural fibers. The water-based technology is suitable for protecting seats, floor mats, auto upholstery, trunks and children's car seats. It is applied in one single step using an MWV Mixor MP trigger spray and is available in a crystal clear finish that has no tacky feel and won't change the appearance of the surface.

Based on the success of its **Odorstop Total Release Odor Neutralizer**, **Empack Spraytech Inc.** unveiled its new **emzone Odorstop Fabric Refresher Spray**. The new spray is specially formulated to tackle the toughest odor problems associated with fabrics, carpets and other hard-to-wash fabrics inside the car and around the home by eliminating lingering odors with long-lasting freshness. For the aerosol, the valve and actuator were supplied by Precision Valve and the overcap was supplied by Cobra Plastics.



### On your bike...

Twelve percent of U.S. citizens cycle or walk to work regularly and there are over 100 million bikes in the U.S. (and over one billion in the world), according to [www.quora.com](http://www.quora.com). The National Bicycle Dealers Association indicated that 2013 sales of new bikes in the U.S. reached \$5.8 billion; there was also a trend toward more bicycle retailers selling used bicycles (\$1.6 billion).

For the care of new or pre-loved bicycles, **WD-40 Bike Foaming Wash** has dirt-eating suds that remove the most stubborn grime from bikes, leaving them sparkling clean. The formula is biodegradable and safe for carbon fiber, titanium, aluminum, steel, chrome, rubber or plastic. The package uses the TS800 Ergo trigger from MWV. **WD-40 Bike Fast-Acting Foaming Degreaser** has a deep penetrating formula that works quickly to remove stubborn grease and grime from drivetrains. The foaming action cleans within seconds and wipes away with no rinsing required. The package comes in a can from Crown with a valve and



actuator from Summit Packaging Systems. It sports an overcap from Cobra Plastics and Berry Plastics, and is filled by Shield Packaging of California. **SPRAY**



## What's Bugging Biffle?

Pest control marketer Ortho is the anchor vehicle sponsor for Greg

Biffle of Roush Fenway Racing. Ortho recently released the three paint schemes that will run in 16 races for Biffle throughout 2015. Each paint scheme highlights a different sub-brand within the Ortho insect control family. The Ortho Bug B Gon design debuted at the Daytona 500 in February and paint schemes featuring Home Defense and Fire Ant Killer will be showcased on Biffle's #16 Ortho Ford Fusion throughout the NASCAR season. All three Biffle paint schemes feature the red Ortho shield on the hood of the vehicle along with the message "Drive Bugs Away" strategically placed on the rear of the vehicle.



Copyright 2015, Industry Publications, Inc.  
 Reproduced with permission from the April 2015 issue of  
*Spray Technology & Marketing* magazine.