

MAXIMISING SALES POTENTIAL



MAXIMISE YOUR SALES POTENTIAL

Utilising the right POS items for your stores can have a profound effect on sales. By educating at the point of purchase and being front of mind throughout the shopper journey, we can encourage a higher rate of sale through impulse buys.

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CASE STUDIES

CUSTOMER A - SHELF TRAY

- A shelf tray displaying all WDFC products was introduced to aid customer selection and purchasing.
- There was no price promotion involved.
- After 3 months of the shelf tray being in-store, Customer A saw a sales revenue uplift of **110%** and a volume increase of **123%** from the same period in the previous year.



SALES REVENUE
UPLIFT
110%

VOLUME
INCREASE OF
123%

CASE STUDIES

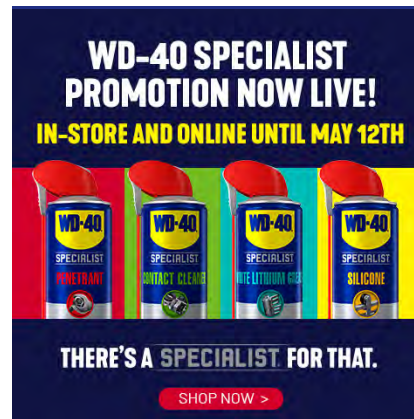
CUSTOMER B - CDUs

- To support a sampling campaign, a CDU was introduced showing the sample on offer as well as four products that were available with a price promotion.
- There were also A4 posters in-store and some digital activity to support this campaign.
- After 6 weeks of the CDU being in-store and the price promotion alongside it, Customer B saw a volume increase of **284%** from the same period in the previous year.

VOLUME
INCREASE OF
284%



Posters in-store



Digital activity sample



CASE STUDIES

CUSTOMER C - FSDUs

- This was implemented as an off-shelf secondary location, in a different aisle to our shelf space.
- There was no price promotion involved.
- After 5 weeks of the FSDU being in-store, Customer C saw a sales revenue uplift of **118%** and a volume increase of **120%** from the previous 5 weeks.

SALES REVENUE
UPLIFT
118%

VOLUME
INCREASE OF
120%



MUP

Artwork provided as standard, refer to price list for further information

The original WD-40 Multi-Use Product is used by DIYers and professionals globally.

A secondary location of this must-have product in a complementary category will drive impulse sales, as everyone can benefit from buying another can of WD-40.

INCREASE
SALES
400%

Relocating stock from in-aisle shelves to a display near the tills can increase sales by up to 400%.

**Journal of Business & Retail Management Research, 2020*

CONTACT YOUR ACCOUNT MANAGER FOR MORE INFORMATION.

MATERIAL	CARD
NO OF CANS	60
PRODUCT CODE	441377
WEIGHT	25.8KG

THIS UNIT IS DISTRIBUTED
FULLY STOCKED

300ml X60 FSDU

AVAILABLE
OFF THE
SHELF



FLEXIBLE FSDU

AVAILABLE
OFF THE
SHELF

MATERIAL	CARD
NO OF CANS	24
WEIGHT	1.2 KG



250ml X24

AVAILABLE
OFF THE
SHELF

MATERIAL	CARD
NO OF CANS	24
WEIGHT	1.2 KG



100ml CLIP STRIP

AVAILABLE
OFF THE
SHELF

MATERIAL	CARD
NO OF CANS	2 X 12
PRODUCT CODE	44209/159
WEIGHT	3.4 KG

Having placed a Clip Strip in a complementary category, Customer D now sells an additional 202 units per week through impulse purchases in a secondary location.

*WD-40 Company case study, Customer D

78%
UK
SHOPPERS
IMPULSE
BUY



METAL FSDU

Shaped like a can of WD-40, this eye-catching permanent display is a key driver of sales.

With space for the full range of WD-40 Multi-Use Product and WD-40 Specialist, plus educational information about what each product can do, it's a great way to sell the full range of WD-40 products to tradespeople and skilled DIYers.

SPECIAL OFFER PURCHASE

WD-40 SPECIALIST X 12 CANS

- Contact Cleaner
- Cutting Oil
- Degreaser
- Dry Lubricant
- Penetrant
- Silicone
- Spray Grease
- White Lithium Grease

WD-40 MULTI-USE

- WD-40 Flexible x 6 cans
- WD-40 Multi-Use Product 450ml X 24 cans

PLUS RECEIVE FREE

- Branded Metal Stand
- WD-40 Multi-Use Product 450ml X 12 cans

CONTACT YOUR ACCOUNT MANAGER FOR MORE INFORMATION.

This robust FSDU is easily refillable and provides an attractive permanent fixture for our products. The sell-through on one unit with a single refill can generate sales of £2,800.

SALES OF
£2,800
WITH JUST
ONE REFILL

MATERIAL	METAL
NO OF CANS	120
PRODUCT CODE	M01177
WEIGHT	19KG



SMALL UNITS

78% of Brits partake in impulse shopping* and impulse buys make up to **80%** of all purchases**, so placing impulse items by the tills can contribute greatly to sales.

MATERIAL	CARD
NO OF CANS	24
MIN ORDER	50
PRODUCT CODE	M01139
WEIGHT	3 KG

78%
UK
SHOPPERS
IMPULSE
BUY

IMPULSE
BUYS MAKE UP
80%
OF ALL
PURCHASES

*Mortar London survey for Finder.com, 2019

** Shopify, 2022



SMALL UNITS

ACRYLIC CDU

MATERIAL	ACRYLIC
NO OF CANS	12
MIN ORDER	100
PRODUCT CODE	M01140
WEIGHT	7 KG



ACRYLIC SHELF TRAY



MATERIAL	ACRYLIC
NO OF CANS	28
MIN ORDER	100
WEIGHT	0.2KG

IMPULSE
BUYS
UP TO
80%

The addition of a counter-top unit at till-point for Customer E saw incremental weekly sales of 406 units per week through impulse purchases.

*WD-40 Company case study, Customer E

CARDBOARD FSDUs

63% of tradespeople and 74% of DIYers went into a store for their most recent purchase of lubricants*, so optimising the in-store experience is crucial for driving sales. Our FSDUs are long-lasting and reusable, so with just three refills can generate an additional £6,000 in sales in a single store.

“ Having a direct stand for WD-40 in store has massively increased sales and brought the brand to life. ”
Buyer F

*LUCIDITY RESEARCH WD-40 BRAND TRACKER, 2023

LARGE FSDU

MATERIAL	CARD
NO OF CANS	150
MIN ORDER	100
PRODUCT CODE	M01143
WEIGHT	6 KG



CARDBOARD FSDUs

SMALL

CUSTOM
MADE TO
ORDER

MATERIAL	CARD
NO OF CANS	24
MIN ORDER	100
PRODUCT CODE	M01141
WEIGHT	5 KG



**467%
SALES
INCREASE
IN 6 MONTHS**

After introducing the medium FSDU into 7 stores, Customer F saw a 467% increase in sales over 6 months across WD-40 Multi-Use Product and WD-40 Specialist.

**WD-40 Company case study, Customer F*



CUSTOM
MADE TO
ORDER

MATERIAL	CARD
NO OF CANS	48
MIN ORDER	100
PRODUCT CODE	M01142
WEIGHT	4 KG

MEDIUM

DO MORE WITH WD-40® SMART STRAW™

WD-40® Smart Straw™ isn't just a product, it's a powerful enabler.

A tool trusted by professionals and DIYers alike to get the job done.

This campaign is about empowering our audience to do more, by revealing just how versatile, effective, and satisfying using WD-40 Smart Straw really is.

“This is WD-40 at full volume: confident, cohesive, and impossible to ignore.”

CONTACT YOUR ACCOUNT MANAGER FOR MORE INFORMATION.

450ml X60 FSDU

AVAILABLE
OFF THE
SHELF

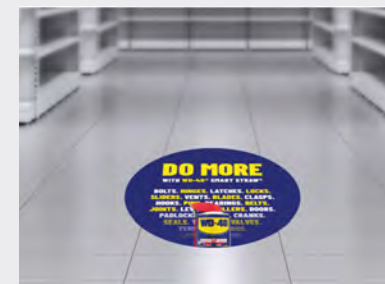
MATERIAL	CARD
NO OF CANS	60
PRODUCT CODE	441292
WEIGHT	33.3 KG

THIS UNIT IS DISTRIBUTED
FULLY STOCKED



DO MORE WITH WD-40® SMART STRAW™

Empower your customers to Do More with WD-40® Smart Straw™ by delivering this powerful message throughout their shopper journey. With plenty of in-store options as well as digital amplification on your website, we can encourage everyone to do more with the famous blue and yellow can.



CONTACT YOUR ACCOUNT MANAGER FOR MORE INFORMATION.

OTHER ITEMS

Available on request

WOBBLERS



SHELF STRIP

FLEXIBLE REACH THE UNREACHABLE	PROTECTS, CLEANS, LUBRICATES, LOOSENS RUSTED PARTS, REPLACES MOISTURE, FREES STICKY MECHANISMS. THE ORIGINAL, MULTI-PURPOSE CAN WITH THOUSANDS OF USES. IDEAL FOR USE IN THE HOME, GARDEN, GARAGE AND AT WORK.	QUICKLY PENETRATES AND FREES RUSTED, STUCK OR SEIZED NUTS, BOLTS AND FIXINGS WITH EASE.	PROVIDES LONG-LASTING LUBRICATION WITH STRONG ADHESION AND CORROSION PROTECTION FOR FREQUENTLY MOVING PARTS.	DRIVES OUT MOISTURE, DIRT AND DUST FROM ELECTRICAL PARTS AND EQUIPMENT LEAVING NO RESIDUE.	PROVIDES EXCELLENT LUBRICATION FOR RUBBER AND PLASTIC PARTS. REDUCES FRICTION AND PROTECTS AGAINST MOISTURE.	LONG-LASTING, NON-DROP LUBRICATION THAT REDUCES FRICTION AND WEAR ON METAL-TO-METAL PARTS.	EVERYDAY LUBRICANTS - Cleans, lubricates and prevents rust. - Multi-purpose perfect for your home, garden and leisure needs. - Multi-purpose spray that lubricates, cleans and protects. Leaves a protective layer for long-lasting protection.
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POSTERS

FLYERS

STAFF AND CUSTOMER EDUCATION

A4 COUNTER TOP

CONTACT CLEANER	DEGREASER	SPRAY GREASE	DRY LUBRICANT
- Drives out surface contaminants that can cause current leakage, corrosion or component failure. - Removes moisture and condensation for better electrical contact. - Non-conductive spray with dielectric strength of 33.8 kV. USE ON MATERIALS: Electrical contacts, incidental contact with plastic and rubber. APPLICATIONS: Circuit boards, switches, spark plugs, smoke alarms. HARD TO REACH PLACES CLEANS ELECTRICAL COMPONENTS DRIES QUICKLY NO RESIDUE TEMPERATURE RANGE Use at room temperature SPRAYS 2 WAYS	- Quickly removes stubborn oil, grease, dirt and grime to reduce wear & tear. - Solvent-based spray format allows for mess-free application and easy clean up. - NSF K1 registered, so can be used in non-processing areas. USE ON MATERIALS: Metal, stainless steel, titanium. APPLICATIONS: Engines, power tools, industrial machinery, gear mechanisms. FAST ACTING REDUCES WEAR & TEAR EVAPORATES QUICKLY NO RESIDUE TEMPERATURE RANGE Use at room temperature SPRAYS 2 WAYS	- Long-lasting lubrication and corrosion protection. - Non-drip formula that uses WD-40 MUP as base of the formula. - Strong adhesion and sealing properties to lubricate constantly moving parts. USE ON MATERIALS: Metal, stainless steel, titanium, rubber, plastic, PVC. APPLICATIONS: Gear mechanisms, chains, locks, screws, pipes, taps. EXCELLENT ADHESION LONG LASTING LONG-TERM LUBRICATION TEMPERATURE RANGE Grease -20°C to +115°C, liquid to +260°C SPRAYS 2 WAYS	- Enhanced lubrication and corrosion protection. - Leaves a dry, clear film that won't attract dirt, dust or oil. - Water-resistant formula that reduces wear & tear. USE ON MATERIALS: Metal, stainless steel, titanium, glass, plastic, PVC. APPLICATIONS: Locks, latches, pliers, window tracks, conveyor belts, metal extrusions. CLEANS DIRT & MUD WATER RESISTANT LUBRICATES TEMPERATURE RANGE -45°C to +90°C SPRAYS 2 WAYS
SILICONE	PENETRANT	WHITE LITHIUM GREASE	CUTTING OIL
- Creates water resistant seal to protect against moisture. - Reduces friction and wear to prevent cracking and ageing. - Provides excellent lubrication particularly on rubbers, plastics and PVC. USE ON MATERIALS: Metal, stainless steel, titanium, rubber, plastic, PVC, wood. APPLICATIONS: Belts, conveyors, door runners, door seals, windows. PREVENTS RUST & CORROSION PREVENTS STICKING WATERPROOFS & PROTECTS TEMPERATURE RANGE -35°C to +200°C. SPRAYS 2 WAYS	- Breaks down rust to loosen seized parts. - Provides a protective, water resistant film to prevent further rust or corrosion. - Quickly saturates deep into seams, crevices and threads. USE ON MATERIALS: Metal, stainless steel, titanium, rubber, plastic, PVC. APPLICATIONS: Seized nuts, bolts & fixings, locks, chains, hinges, pulleys. QUICKLY PENETRATES RUST LOOSENS SEIZED FIXINGS LOW SURFACE TENSION TEMPERATURE RANGE -20°C to +90°C SPRAYS 2 WAYS	- Protects heavy-duty, metal-to-metal connections. - Heat and water resistant, so can be used outdoors in any weather conditions. - High viscosity formula that won't drip or run. USE ON MATERIALS: Metal, stainless steel, titanium. APPLICATIONS: Bearings, winches, conveyors, latches, tracks & runners. REDUCES FRICTION & WEAR NON DRIP LONG-TERM LUBRICATION TEMPERATURE RANGE -25°C to +130°C SPRAYS 2 WAYS	- Improves machine finishes on cutting and drilling equipment. - Prevents overheating, pitting, tip welding and metal seizures. - Spray format allows for mess-free application and easy clean up. USE ON MATERIALS: Metal, stainless steel. Not suitable for titanium. APPLICATIONS: Hand cutting machinery, drill bits & drilling equipment, tapping equipment, power drills. ANTI-WEAR PROTECTS TOOLS WON'T ATTRACT DIRT TEMPERATURE RANGE -20°C to +180°C SPRAYS 2 WAYS

wd40.co.uk wd40.ie

THERE'S A SPECIALIST FOR THAT.

10 PAGE BROCHURE



INDIVIDUAL PRODUCT CARDS



CONTACT YOUR ACCOUNT MANAGER FOR MORE INFORMATION.