

WD-40 Co in Home Care (USA)

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Abstracts

WD-40 Co is a manufacturer and marketer of home care, cleaning and maintenance products for both consumers and professionals. The company seeks to grow through acquisitions and new product development. Starting in 1995, WD-40 Co has expanded beyond its flagship WD-40 lubricant. Its stated mission is “to leverage and build the brand fortress of WD-40 Co by building and acquiring brands, which deliver a demonstrable, unique benefit and high value to end users, and which can be distributed across...

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