

**"BLASTER"**

**Professional  
Products**

**Fix It  
Right**

Penetrants, lubricants,  
rust inhibitors and a  
full line of specialty  
formulas for the  
automotive, industrial  
and hardware industries.



# In the home or at work, put B'laster in your toolbox.



Need to clean up tough caked-on grease and grime? Our Citrus Based Degreaser will quickly cut through the layers of grit, grease and grime. Looking to improve air tool operating performance? Use our unique Air Tool Conditioner to thoroughly clean/rehab tools for factory-original performance. There are countless uses for B'laster products... and our aggressive new product development effort puts more great products in your hands every year.

There's nothing fancy here...just tough as nails, super quality, hard working lubricants, solvents, oils, tool conditioners, cleaners and much more. Next time you pick up a B'laster product for your home or industrial application, get ready to expect nothing less than the best.

## PB B'laster Penetrant

- Penetrates rust and corrosion
- #1 selling penetrant since 1957
- Breaks free rusted or frozen parts
- Protects against further rust and corrosion
- Use on automotive, industrial, marine, plumbing and other equipment

Sizes Available	Part Number	UPC
7 oz. aerosol can	8 PB	0 32167 10011 8
11 oz. aerosol can	16 PB	0 32167 10001 9
128 fl.oz. pour can w/sprayer	128 PB	0 32167 10010 1
16-PB sprayer	Empty 16 oz. Sprayer	
5 gal. pail	5 PB	0 32167 10005 7
Trial Size 4 oz.	PB-TS	0 32167 15000 7
Aisle Display (144 -11 oz. cans)	PB STACKER	



## White Lithium Grease

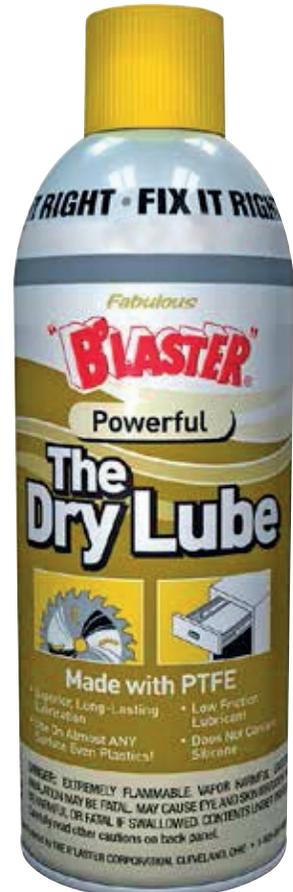
- Low friction lubrication and heavy duty protection
- Keep surfaces lubricated in extreme temperatures
- Protects against moisture and oxidation
- Use on open lube points and high load applications

Sizes Available	Part Number	UPC
11 oz. aerosol can	16 LG	0 32167 99008 5

## All-Purpose Lubricant

- Lubricates, protects and displaces moisture
- Over 1000 indoor and outdoor applications
- Outperforms leading competitors
- Protects against further rust and corrosion
- Light vanilla scent
- Use on all moving parts

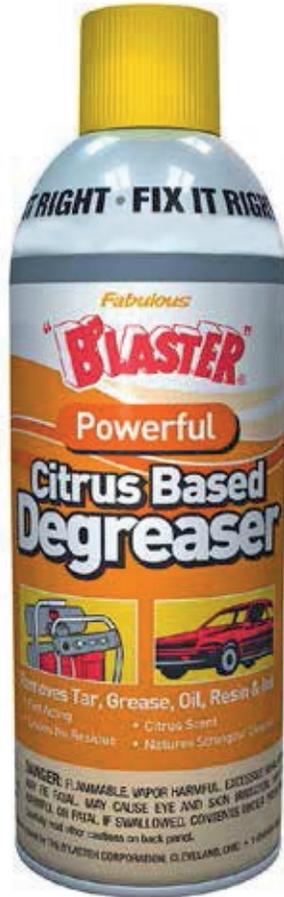
Sizes Available	Part Number	UPC
8 oz. aerosol can	PB-50	0 32167 00050 0
128 fl. oz. (1 gal.) pour can	PB-50 128	0 32167 50128 1
Trial Size 3 oz.	PB-50-TS	0 32167 00058 6



## The Dry Lube

- Low friction lubrication and protection
- Formulated with PTFE to reduce friction
- Does not contain silicone
- Safe for use on most plastics
- Use on locks, catches, hinges, cables, window and door tracks, rope and conveyor belts

Sizes Available	Part Number	UPC
9.3 oz. aerosol can	16 TDL	0 32167 90024 4



## Chain and Cable Lube

- Lubricates and protects chains and wire cables
- Keeps equipment running at peak performance
- Wax based formula prevents further corrosion
- Reduces friction and noise
- Use on light duty applications including all moving parts like chains, cables, lifts, pulleys, sports equipment, lawn equipment and more

Sizes Available	Part Number	UPC
11 oz. aerosol can	16 CCL	0 32167 11011 7

## Citrus Based Degreaser

- Removes tar, grease, oil, resin and ink
- Biodegradable and non toxic formula is non staining
- Fast acting formula rinses clean with water
- Spray on and wipe off tough grease
- Safely cleans stainless steel

Sizes Available	Part Number	UPC
11 oz. aerosol can	16 CBD	0 32167 60001 4

## Silicone Lube

- Lubricates, protects and waterproofs with silicone
- Industrial strength lubricant eliminates constant friction and wear
- Protects from moisture and will not oxidize
- Safe and non staining formula
- Use on elastomers, metal, plastic, wood, rubber, vinyl and leather

Sizes Available	Part Number	UPC
11 oz. aerosol can	16 SL	0 32167 70004 2



## Air Tool Conditioner

- Cleans and restores pneumatic tool parts to near factory RPM and torque capacity
- Breaks loose deposits that create friction
- Reaches deep into small recesses to leave a lubricating film
- An effective antifreeze by protecting tools from freezing down to 25°F

Sizes Available	Part Number	UPC
3,5 oz. aerosol can	ATC-TS	0 32167 15006 9
11 oz. aerosol can	16 ATC	0 32167 10006 4
13.5 fl. oz. bottle	16 ATC-S	0 32167 10020 0

## Corrosion Stop

- Resists water and prevents further corrosion
- Protects surfaces by creating a protective barrier
- For use on heavy duty automotive, marine, industrial and other applications
- Great for preserving cast iron components

Sizes Available	Part Number	UPC
11 oz. aerosol can	16 CSP	0 32167 99009 2

## Garage Door Lube

- Lubricates and protects garage door mechanisms
- Leaves a tack free film that won't accumulate dust and dirt
- Reduces friction, extending the life of garage doors
- Use on garage doors, overhead doors, hinges, rollers, cables, springs, bearings, bushings, tracks, chains and more

Sizes Available	Part Number	UPC
5 oz. aerosol can	GDL-TS	0 32167 90125 8
9.3 oz. aerosol can	16 GDL	0 32167 90025 1

## Lawn Mower Tune-Up

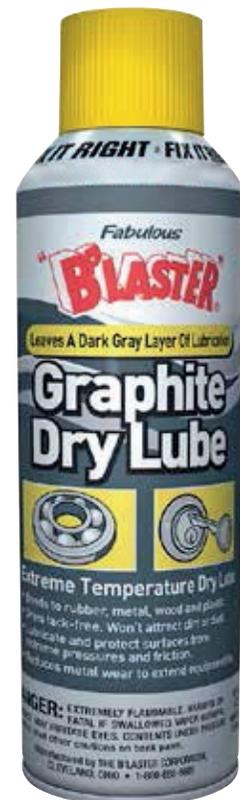
- Dissipates moisture and inhibits rust
- Use on two and four cycle engines
- Effectively cleans carburetors and air intake systems
- Removes carbon, gum and varnish deposits
- Frees rings and valves

Sizes Available	Part Number	UPC
11 oz. aerosol can	16 LMT	0 32167 50010 9

## Graphite Dry Lube

- Protects surfaces from extreme pressures and friction
- Dark gray lubricant dries tack free
- Thread lubricant (anti seize)
- Use on gaskets, transfer and conveyor belts, locks, rollers, wheels and gears

Sizes Available	Part Number	UPC
5.5 oz. aerosol can	8 GS	0 32167 22008 3





## Air Tool Lubricant

- Lubricates and protects internal tool parts
- Ensures maximum tool performance
- Removes moisture and provides lubrication
- Protects tools against high speeds and shock loads
- Formulated for use with in line oilers
- Use on pneumatic tool parts and equipment

Sizes Available	Part Number	UPC
16 fl. oz. bottle	16 ATL	0 32167 90022 0

## Fuel Injector Cleaner

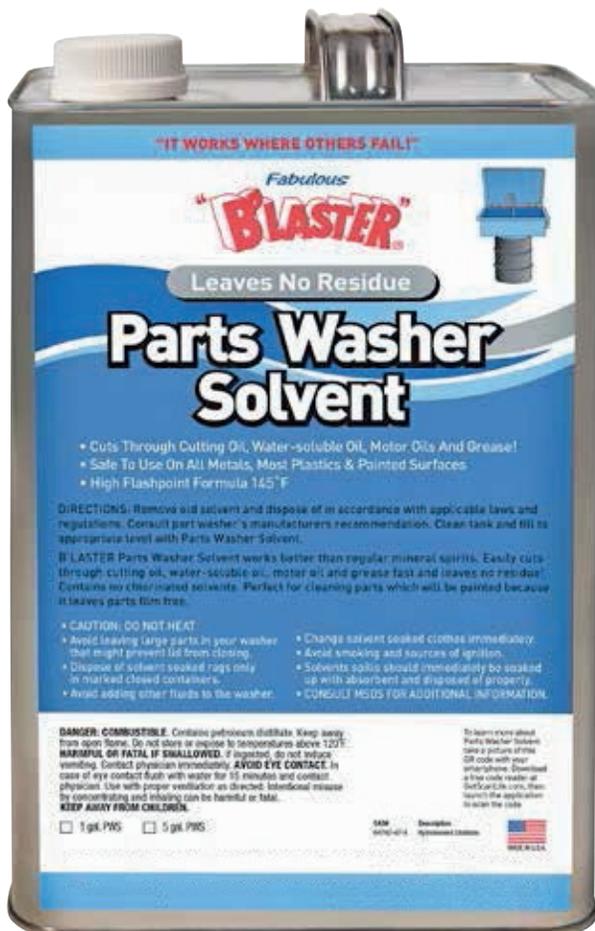
- Restores lost power and improves performance
- Removes harmful carbon and varnish deposits from upper cylinders, manifolds, exhausts and converters
- Super concentrated to treat two tanks
- Restores engine to 100% efficiency
- Lubricates, conditions, coats and removes moisture

Sizes Available	Part Number	UPC
15.5 fl. oz. bottle	16 FIC	0 32167 20013 9

## Parts Washer Solvent

- Removes oil, grease and grime
- Cuts through cutting oil, water soluble oil, motor oils and grease
- Leaves parts residue free
- High flashpoint formula 145°F
- Safe for use on all metals, most plastics and painted surfaces

Sizes Available	Part Number	UPC
128 fl. oz. (1 gal.) pour can	128 PWS	0 32167 50006 2
5 gal. pail	5 PWS	0 32167 50005 5



# WORK IT LIKE A PRO BLASTER SINCE 1957

B'laster brand products are born from professional applications where only the strongest survive. We come from a place that demands the toughest solutions, and we believe you should too. As champions of the Rust Belt, we can promise that by the time a B'laster product ends up in your hands, it's only because the pros have told us it's the best.



MADE IN AMERICA

## B'laster Long-Lasting Chain & Cable Lubricant

Part No. 16-CCL  
Net Wt. 11oz, 311g

Lubricates and Protects Chains and Wire Cables

- Teflon™ Fluoropolymer Reduces Friction & Wear
- Repels Dirt
- Prevents Corrosion

## B'laster Industrial Graphite Dry Lubricant

Part No. 8-GS  
Net Wt. 6oz, 170g

Protects Surfaces from Extreme Pressures and Friction

- Dark Gray Lubricant Dries Tack Free
- Thread Lubricant (anti-seize)
- Use on Gaskets, Transfer & Conveyor Belts, Rollers, Wheels & Gears

## B'laster Dry Lube with Teflon™

Part No. 16-TDL  
Net Wt. 9.3oz, 264g

Low-Friction Lubrication and Protection

- Teflon™ Fluoropolymer helps:
- Reduce Friction & Wear
  - Enhance Performance
  - Protect Surfaces

## B'laster High-Performance White Lithium Grease

Part No. 16-LG  
Net Wt. 11oz, 311g

Low-Friction Lubrication and Heavy-Duty Protection

- Keep Surfaces Lubricated in Extreme Temperatures
- Protects Against Moisture & Oxidation
- Stays Put, Won't Run

## B'laster Heavy-Duty Corrosion Stop

Part No. 16-CSP  
Net Wt. 11oz, 311g

Resists Water and Prevents Further Corrosion

- Protects Surfaces by Creating a Protective Barrier
- For Use on Automotive, Marine, Industrial & Other Applications
- Great for Preserving Cast Iron Components

## B'laster Premium Garage Door Lubricant

Part No. 16-GDL  
Net Wt. 9.3oz., 264 grams

Lubricates and Protects Garage Door Mechanisms

- Teflon™ Fluoropolymer Reduces Friction & Wear
- Won't Accumulate Dust & Dirt
- Quiets Noisy Operation

## B'laster Professional Air Tool Conditioner

Part No. 16-ATC  
Net Wt. 11oz, 311g

Cleans, Restores and Protects Internal Tool Parts

- Cleans & Restores Pneumatic Tools
- Reduces Friction
- Protects Tools from Freezing Down to -25°F

## B'laster Professional Air Tool Lubricant

Part No. 16-ATL  
Net Wt. 16oz, 454g

Lubricates and Protects Internal Tool Parts

- Provides Lubrication & Prolongs Tool Life
- Improves Tool Performance
- Formulated for Use with In-line Oilers



## B'laster Powerful Fuel Injector Cleaner

Part No. 16-FIC  
Net Wt. 15.5oz, 439g

Restores Lost Power and Improves Performance

- Removes Harmful Carbon & Varnish Deposits
- Super Concentrated to Treat Two Tanks
- Lubricates, Conditions & Removes Moisture



## B'laster Industrial Parts Washer Solvent

Part No. 128-PWS  
1 US gallon

Removes Oil, Grease and Grime

- Cuts Through Cutting Oil, Motor Oils & Grease
- Leaves Parts Residue Free
- High Flashpoint Formula - 145°F
- Safe for Use on All Metals, Most Plastics & Painted Surfaces

## B'laster Powerful Citrus Based Degreaser

Part No. 16-CBD  
Net Wt. 11oz, 311g

Removes Grease, Oil, Adhesive and Tar

- Fast-acting Formula Rinses Clean with Water
- Spray On & Wipe Off Tough Grease
- Safely Cleans Stainless Steel

## B'laster Industrial Strength Silicone Lubricant

Part No. 16-SL  
Net Wt. 11oz, 311g

Lubricates, Protects and Waterproofs with Silicone

- Teflon™ Fluoropolymer Enhances Performance
- Long-Lasting Lubrication
- Won't Accumulate Dust & Dirt

## PB B'laster Penetrant

Part No. 16-PB  
Net Wt. 11oz, 311g

Penetrates Rust and Corrosion

- #1-Selling Penetrant
- Breaks Free Rusted or Frozen Parts
- Protects Against Further Rust & Corrosion
- Use on Automotive, Industrial, Marine, Plumbing & Other Equipment

## B'laster Pro-Grade Multi-Purpose Lubricant

Part No. PB-50  
Net Wt. 8oz, 250g

Lubricates, Protects and Displaces Moisture

- Teflon™ Fluoropolymer helps:
- Reduce Friction & Wear
  - Protect Surfaces
  - Enhance Performance
  - Over 1000 Indoor & Outdoor Applications
  - Light Vanilla Scent
  - Use On All Moving Parts

## B'laster Small Engine Tune-Up

Part No. 16-SET  
Net Wt. 11oz, 311g

Dissipates Moisture and Inhibits Rust

- Restores Power to All Small Engines
- Smooths Engine Performance
- Removes Deposits
- For Sure Starts After Seasonal Storage



Enhanced with Teflon® fluoropolymer. HELPS REDUCE FRICTION & WEAR, ENHANCE PERFORMANCE AND PROTECT SURFACES



## BRAND PLATFORM

**B**ecause we stand for doing things right, it's time to forge meaning into the brand! What does it stand for? What promises do we make to our consumers and ourselves? How can the B'laster Brand be identified if it had to be picked out of a line-up? What does that dang apostrophe mean, man? Let's make a commitment to building something that we know is going to **LAST**(er).

## CONJUNCTION JUNCTION

The **B'last Mark** function is that, as any good apostrophe does, it eliminates an element (i.e. corrosion) to allow two other parts to work together more smoothly ...smooth is good.

## BRAND PYRAMID

**OVERALL EQUITY:** It freakin' works, man!

**BRAND CHARACTER:** A real, legit, put-up-or-shut-up expert who helps you do anything.

**BRAND PROMISE:** B'laster is a brand that does what it says it's gonna do.

**P.O.D:** We're Rust Belt Warriors. Small but nimble. Works where others fail. Refuse to lose (driven by efficacy). Personality, approachability, and humor.

**R.T.B.:** We've got cred' with pros. Scientifically proven tech.



# CONSUMER PILLARS

## D'OER

What / Promise

Providing knowledge and confidence to newcomers.

Who / Target

25-45 - Do it myselfers.  
Community leaders.

Equity Implications

Approachable but not watered down - real stuff.

Business Driver

New users. Non pro.  
Inexperienced but smart.

## S'CHOOOLD

Passing the can of wisdom to the next generation.

12-45 - Capable Weekend Warrior who mentors.

Trusted by someone you look up to for knowledge.

Building brand loyalty from a young age.

## L'EGIT

Trusted by generations of legitimate professionals.

30-46 - Refined, skilled accomplished Blue Collar.

Professional grade.  
No nonsense performance.

Loyalty.  
Base business retention.

Unifier

**WE DO WHAT WE SAY WE'RE GONNA DO.**



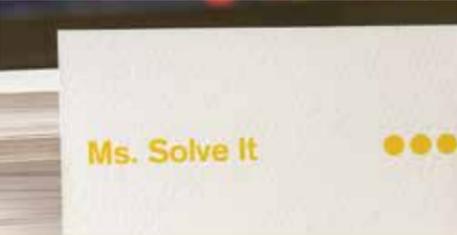
WORK IT LIKE A PRO  
**BLASTER**

# D'OER

## FIXER UPPER



UNSTOPPABLE  
INDEPENDENT  
SEEKER  
ADMIRER

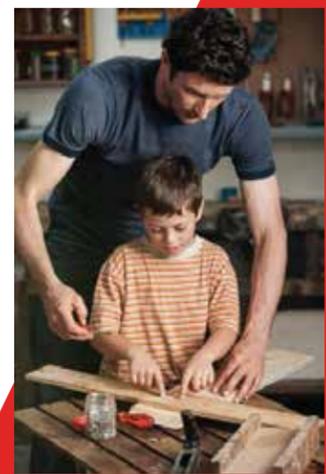
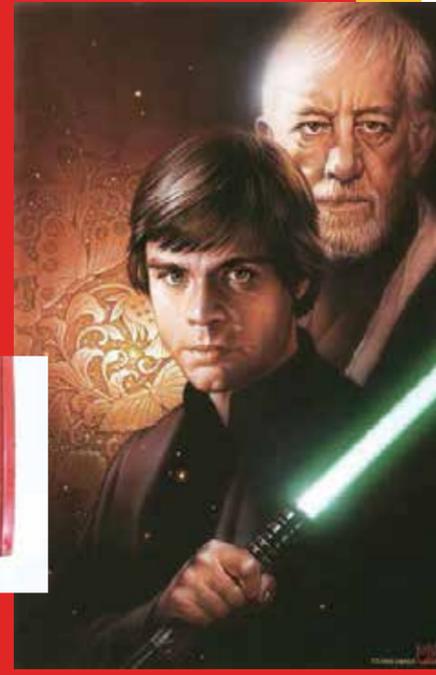


WORK IT LIKE A PRO  
**BLASTER**

# S'CHOOOLD



MR. FIX-IT  
KNOWLEDGE  
WEEKEND  
WARRIOR



# L'EGIT

UNDENIABLE  
TRUE PRO  
SPIRITED  
MASTERY



# MAN'IFESTO - IT FREAKIN' WORKS, MAN.

In a world fraught with loads of multi-tasking this and cutting corners on that, finding what you REALLY need to do it right the first time can be a serious challenge. Getting to the RIGHT solution is tough, it demands a loyal partner that does what it says it'll do - no bullshit, no gimmicks!

Fortunately, B'laster has done the hard work. We've spent 60 strong years perfecting solutions that give experts and up-and-comers the tools and know how to fix it right, the first time. Any task, anytime, anywhere!

We abide by one simple rule - that if it doesn't work under the toughest conditions, why make it? We're professionally formulated for work that is important, having the right tools is the key to success.

Engineered by the P'ros, made for the B'ros... She-B'ros included, we're not too macho to admit it.

## THE B'LASTER CREDENCE

- What you need to know about multi'purpose is that it serves a purpose.
- The work is important, otherwise why do it. Right? Right.
- The catcher catches, the pitcher pitches. Got it? Good.
- Carry a can of B'laster with you at all times - it'll save aggravation.
- Have a B'last doing whatever it is you dig.
- Look a man in the eye when you talk to him.
- Take the JOB seriously...not yourself.
- We like our B'laster like we like our beer - within arm's reach!
- It works where others fail. We hate failure, it's a waste of time.
- Where we come from a wrench ain't liquid, it's made of steel damnit.
- We prefer our water displacement to be on the beach in Daytona.
- Knowledge and craftsmanship are important, pass it on.
- Confidence ain't how pretty you look, it's a cocktail of blood, sweat and tears.
- We don't mind 3-in-1, 'long as its blue cheese and bacon built into our burger.
- You don't buy a professional badge, you earn it. Earning it means d'oiing it right.
- D'oers come in all shapes and sizes. We prefer Do'ers.
- For the love of all things awesome, don't bust your knuckles... act like an expert!

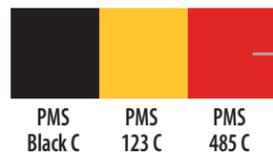
No matter  
the challenge,  
YOU can d'o it, man.  
Make sure to pass  
the can of wisdom  
Lead by example,  
and B'LAST FREE!



# LOGO / BRAND MARK

## 3-COLOR VERSION (PRIMARY)

The full-color B'laster Logo which uses the following 3 spot PMS colors as shown:



## 1-COLOR VERSION

The one-color B'laster Logo prints Black only, as shown:



B'LASTER letterforms reverse out only to white



## LOGO SAFE AREA

Allowable graphic safe area around the B'laster Logo is determined by the fixed proportional size of the *B'laster Spray Blast* graphic, as shown:



## 3-COLOR VERSION

Optional expressions, used on all **NEW** B'laster package designs, may also be used in other, appropriate applications:



Logo + 'SINCE 1957' Tagline



B'laster "B"

Logo + Main Tagline Option 1



Logo + Main Tagline Option 2



# COLOR

## COLOR PALETTE

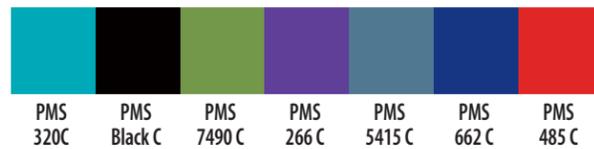
Inspired by the rich colors currently used on B'laster products, the 3 more prominently utilized, Black, Yellow and Red, live within the new B'laster brandmark, and represent the Primary Palette:

### PRIMARY

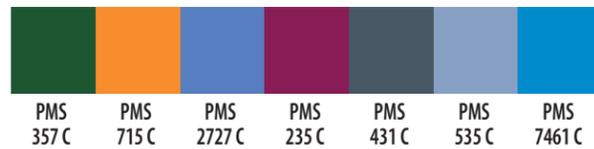


PMS Black C  
PMS 123 C  
PMS 485 C

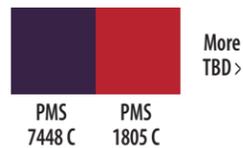
### PACKAGING COLORS



PMS 320C  
PMS Black C  
PMS 7490 C  
PMS 266 C  
PMS 5415 C  
PMS 662 C  
PMS 485 C



PMS 357 C  
PMS 715 C  
PMS 2727 C  
PMS 235 C  
PMS 431 C  
PMS 535 C  
PMS 7461 C



PMS 7448 C  
PMS 1805 C

More  
TBD >

### USE OF COLOR

All collateral, packaging and promotional items must be approved by B'laster for correct color usage before production.

# T Y P O G R A P H Y

## FONTS / TYPEFACES

The font family of **Akzidenz Grotesk BQ**, chosen for its versatile and varied array of typefaces and weights, helps reinforce the dynamic equity of B'laster. Used in all products, ads, web and collateral, this classic font family will graphically help convey B'laster's bold, effective nature and messaging.

**Akzidenz Grotesk BQ Extra Bold Condensed**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopq**rstuv**wxyz  
1234567890!@#%<sup>^</sup>&\*()

*Akzidenz Grotesk BQ Extra Bold Condensed Italic*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*abcdefghijklmnopq**rstuv**wxyz*  
*1234567890!@#%<sup>^</sup>&\*()*

**Akzidenz Grotesk BQ Bold Condensed**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopq**rstuv**wxyz  
1234567890!@#%<sup>^</sup>&\*()

*Akzidenz Grotesk BQ Bold Condensed Italic*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*abcdefghijklmnopq**rstuv**wxyz*  
*1234567890!@#%<sup>^</sup>&\*()*

**Akzidenz Grotesk BQ Bold Condensed**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopq**rstuv**wxyz  
1234567890!@#%<sup>^</sup>&\*()

*Akzidenz Grotesk BQ Bold Condensed*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*abcdefghijklmnopq**rstuv**wxyz*  
*1234567890!@#%<sup>^</sup>&\*()*

**Akzidenz Grotesk BQ Bold Extended**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**abcdefghijklmnopq**rstuv**wxyz**  
**1 234567890!@#%<sup>^</sup>&\*()**

*Akzidenz Grotesk BQ Bold Extended Italic*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*abcdefghijklmnopq**rstuv**wxyz*  
*1 234567890!@#%<sup>^</sup>&\*()*

**Akzidenz Grotesk BQ Medium Extended**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopq**rstuv**wxyz  
1234567890!@#%<sup>^</sup>&\*()

*Akzidenz Grotesk BQ Medium Extended Italic*  
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*abcdefghijklmnopq**rstuv**wxyz*  
*1234567890!@#%<sup>^</sup>&\*()*

**Akzidenz Grotesk BQ Bold**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**abcdefghijklmnopq**rstuv**wxyz**  
**1234567890!@#%<sup>^</sup>&\*()**

Akzidenz Grotesk BQ Regular  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopq**rstuv**wxyz  
1234567890!@#%<sup>^</sup>&\*()



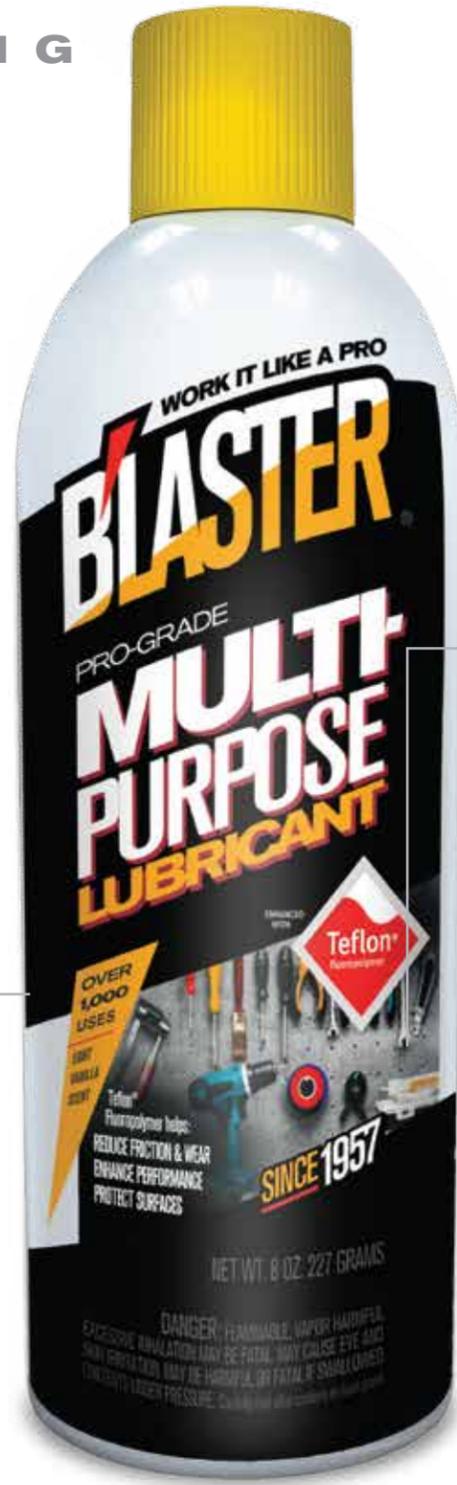
# PACKAGING

## B'LASTER CANS

The new B'laster packaging retains the retro-energy of the classic PB Penetrant can graphics, combined with the heroic air of the new B'laster Logo. The result is a look that conveys super strength, cool confidence and ensured efficacy!

Shown to the right are a sampling of some of the B'laster product line.

*Dramatically angled copy and graphics echo the movement of the new B'laster Logo*



*Bold, prominent B'laster Logo+ Tagline*

*Full-color photography, unique to each product*



PRINT ADVERTISING

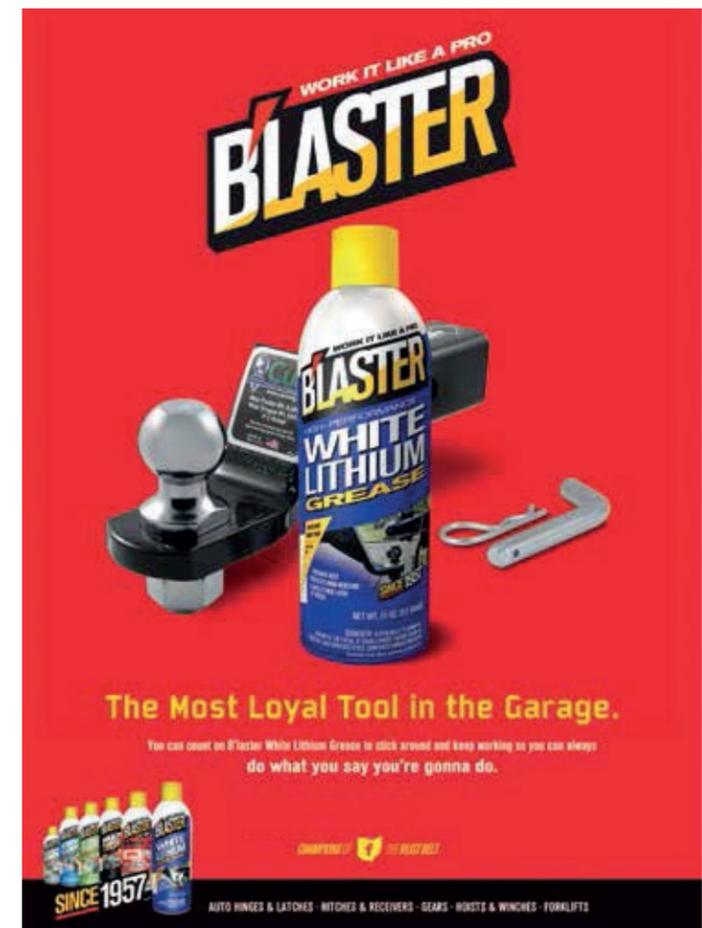
While keeping the strong color and energetic quality of the new B'laster image in its print ad series, the messaging focuses and reminds consumers of the dependability and efficacy of B'laster products.



L'egit consumer segment specific variation.



D'oer consumer segment specific variation.



# SECONDARY ASSETS

A variety of different typographic messaging logos, web addresses and social media icons serve as secondary assets. Making sure that the primary branding and image is conveyed on packaging, advertising, and other materials, these graphics are customized to work in tandem and help support the bold and confident expression of B'laster.

primary taglines:

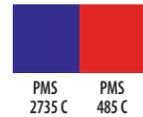
**WORKING IT LIKE A PRO**  
**SINCE 1957**

**SINCE 1957**

tagline and product grouping lock-up:



B'laster Mark graphic snipes:



secondary tagline:

**RUST BELT**  
  
**WARRIORS**

**RUST BELT**  **WARRIORS**

web addresses:

**BlasterCorp.com**

social media icons:

**RUST BELT**  **WARRIORS**

**RUST BELT**  **WARRIORS**

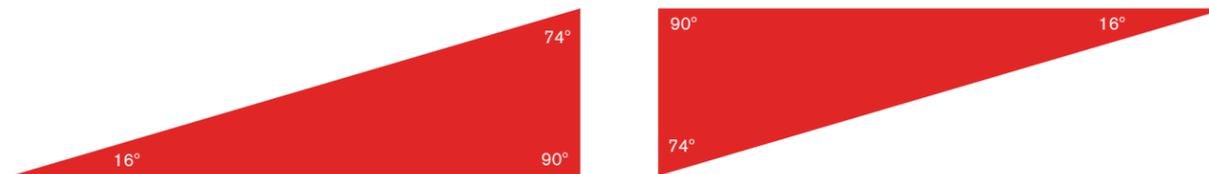
**RUST BELT**  **WARRIORS**



**RUST BELT**  
  
**WARRIORS**

*Must be kept in proportion to B'laster Logo*

B'laster wedges:



# D O S & D O N ' T S

A few broad recommendations for B'laster branding applications as well as feel/tone of photography.

## DO:



## DON'T:

