



CRC BRAKLEEN® Packaging Refresh MARCH 2024

SUMMARY

The iconic CRC BRAKLEEN brand continues to be the #1 Brand of Brake Cleaner Worldwide. To maintain our leadership position, we are updating the look of the BRAKLEEN can to a cleaner, modern design that will command a more impactful presence on the retail shelf.

DESCRIPTION

An enlarged logo and rotor image emphasize the most notable visuals of the brand, and more concise bullet points better distinguish between formulas, making the decision to choose CRC BRAKLEEN over other brands even easier for your customers.

APPLICABLE PRODUCTS

The new look will apply to all CRC BRAKLEEN Aerosols, BRAKLEEN Pro-Series® Aerosols and Bulk BRAKLEEN SKUs. This is a rolling change that will move into the market over the next few months with the first products rolling out in March 2024. Please note that while the label design is changing, the current formulas you have come to trust over the years will remain the same.

ACTION REQUIRED

New images and enhanced digital content will be available soon to update your online catalog. Use the new CRC BRAKLEEN Sell Sheet to update your customers of the coming design enhancement.

