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RISLONE® ENGINE TREATMENT PACKAGING GETS A TUNE-UP

Holly, Mich. (Feb. 26, 2007) — For more than 80 years, Rislone® Engine Treatment (P/N 100QR) has been keeping vehicle engines clean and running smoothly. In fact, it was Rislone that coined the term “tune-up” back in the 1930s. Now, the original engine treatment has received a tune-up of its own, with a new logo and packaging.

“Rislone Engine Treatment has a proud history, but when Bar’s Products bought the brand in 2006, the packaging was looking dated,” explains Clay Parks, vice president of marketing and development. “We have drawn on the brand’s history to develop a new oval logo inspired by the original Rislone auto racing logo of the 1960s. At the same time, we have modernized both the bottle and its labels to appeal to a new generation of customers. Of course, the product itself needed no changes.”

The new quart bottle has a shape reminiscent of oil bottles, but with more of a chemical additive look. It is executed in Rislone’s traditional bright yellow plastic with a new coordinating red cap. The bottle features the Rislone logo embossed on the handle. The front label shades from black at the top down through increasingly lighter yellow to white, with text in black, white and red. Both the front and back label are written in English and Spanish.

Rislone Engine Treatment works on any gasoline or diesel engine. It is compatible with all petroleum-based motor oil, including conventional, high-mileage and synthetic formulas. Rislone Engine Treatment reduces friction and wear, removes sludge and other harmful deposits, quiets noisy lifters and valves, and improves oil circulation for longer engine life. It is made in the U.S.A.

For more information about Rislone Engine Treatment or any other Rislone® or Bar’s Leaks products, visit www.rislone.com or www.barsproducts.com, call (800) 521-7475 or e-mail customerservice@barsproducts.com.

Bar’s Products offers a full line of vehicle chemicals, including Bar’s Leaks, the world’s most trusted stop-leak brand since 1947, and Rislone, America’s best-selling engine treatment brand for more than 80 years. Based in Holly, Michigan, Bar’s Products is an ISO 9001:2000 certified company.



Editor's Note: Please see photo on enclosed CD.

Caption: Rislone Engine Treatment packaging has been updated to appeal to a new generation of customers.

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