

Specialty Lubricants Corporation

# A RUGGED, INDUSTRIAL-GRADE REBRAND



## A LEADER IN THE MANUFACTURING, DEVELOPMENT AND PACKAGING

of private-label lubricants, greases, oils and specialty formulations, Specialty Lubricant Corporation (SLC) delivers the most trusted, tough-working product and packaging solutions on the market. Since 1979, their product and packaging innovations have been the go-to essential for customers in industries ranging from automotive and firearms to cosmetics, from startups to Fortune 500 brands.

While SLC enjoyed industry command, their brand marketing was disjointed as they worked to manage multiple brands and divisions. They turned to Shamrock for a more cohesive branding solution.



Shamrock reimagined and revitalized the SLC family of brands. We combined three websites into one visually compelling, easy-to-navigate resource that leads with customer-facing benefits. Repeating the new modern messaging and graphics in print collateral reveals a more confident—and comprehensive—SLC brand.

### THE SOLUTION

Our team refreshed the tired SLC brand, leading with solid visuals and direct, customer-focused messaging. We directed onsite photography to capture clean, contemporary marketing images of their packaging operations and redesigned, rewrote and produced a brochure specifically on their custom packaging.

We combined (and completely reorganized) three existing websites to create one cohesive SLC site. The engaging new website reflects the SLC brand and captures user data to drive and track leads and boost conversions.

### WHY IT WORKS

SLC had become an undisputed industry leader, yet its aging brand and multiple websites didn't follow suit. We were able to completely revamp the brand by simply showcasing the SLC product and packaging genius that had been there all along. Now, customers and prospects enjoy a front-row seat to SLC innovation—understanding how product and packaging solutions are made, why they work and how they're making life better for end-users.

