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# Walmart offers Smart-O drain plug

Tire Business Staff Report

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(BRANICK INDUSTRIES INC. PHOTO)

The Smart-O plug is designed to reduce the risk of engine failure by using an O-ring created of heat resistant material, which expands upon contact with engine oil.

FARGO, N.D. (May 22, 2013) — Wal-Mart Stores Inc. has begun offering Branick Industries Inc.'s Smart-O Drain Plug product at its Walmart Tire & Lube Express locations nationwide.

Branick said the Smart-O plug is designed to reduce the risk of engine failure by using an O-ring created of heat resistant material, which expands upon contact with engine oil. This action works as an extra seal to reduce the risk of oil leakage through the threads, Branick said, and helps eliminate the self-loosening of the plug when exposed to the vibrations of a moving vehicle.

"For nearly 100 years, Branick has been the leader in multiple automotive repair and service categories," Branick President Brian Brasch said. "We quickly recognized the potential of this product to not only help protect the environment from engine oil, but also help prevent costly mishaps that happen due to leaky plugs, or plugs that fall out of vehicles all together."

According to a Branick press release, the O-ring was co-developed by DuPont Co. and Parker-Hannifin Corp.

Branick said 17 Smart-O SKUs cover 99 percent of passenger vehicles on the road from the late 1960s to present.

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