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by Brake and Front End Staff - May 21, 2013

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Branick Industries announces the May rollout of their SMART-O Drain Plug product to more than 2,400 Walmart Tire and Lube Express locations nationwide.

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, and helps eliminate the self-loosening of the plug when exposed to the vibrations of a moving vehicle.



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plug failures means less motor oil in the eco-system, and with over 500,000 oil changes and counting, SMART-O has been in the market for years providing maximum protection for customers and the environment.

Brian Brasch, president of Branick says the combination of extra protection for the vehicle engine, as well as being environmentally-friendly, made the decision to add SMART-O to the Branick line an easy one. "For nearly 100 years, Branick has been the leader in multiple automotive repair and service categories," 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."

The specially engineered o-ring was co-developed by DuPont and Parker. The plug features a groove in the threaded portion where the o-ring is fitted. The particular location of the o-ring is calculated in relation to the vehicle type to ensure engagement. Once in contact with motor oil and heat, the o-ring expands up to 20 percent creating a seal between the opposing threads. This produces a positive connection between the drain plug and the oil pan, allowing the oil pan and plug to vibrate at the same frequency.

Today there are only 17 SMART-O SKUs needed to cover 99% of passenger vehicles on the road from the late 1960s to present. To learn more about SMART-O, contact Branick at [S \(800\) 437-4394](tel:8004374394) FREE or [smarto@branick.com](mailto:smarto@branick.com).