

W.M. Barr & Company, Inc.

A New Way to Say 'Thank You' With HEFF This Veterans Day

W.M. Barr partners with Operation Gratitude

MEMPHIS, Tenn., November 1, 2018 (Newswire.com) - W.M. Barr & Company, Inc. ("W.M. Barr") is proud to announce their partnership with Operation Gratitude, a nonprofit that sends Care Packages to our Nation's Heroes to say "Thank You" to all who serve. The partnership developed through a new product that W.M. Barr launched called HEFF, Hand Elbow Foot Formula – a professional-grade skincare cream designed for the everyday working man that is specifically formulated to help restore dry chapped, cracked, split hands, elbows, knees and feet.



HEFF was originally developed by a team of professionals, including doctors, chemists and researchers to help provide relief to damaged or injured skin. It's a fast absorbing non-greasy water-based formulation that contains a unique blend of amino acids that offer superior skin hydration, nourishment, and defense.

In the early days of development, HEFF was donated to some of our deployed soldiers in Afghanistan serving in the driest of conditions. It was so well received by these troops that it served as inspiration for W.M. Barr to develop the "Buy a Tube, Give a Tube" campaign as a way to give back to all those who serve. Consumers who purchase a tube of HEFF can go to the www.HEFFrelief.com website to enter in their unique code from the tube cap, which will then activate a tube donation to Operation Gratitude who will put into care packages for U.S. Service Members.

"We are thankful for the passion and dedication of the thousands of Operation Gratitude volunteers around the country, including the employee-owners of W.M. Barr, who contribute to our mission to thank all who serve. Together, we are helping to bridge the divide that exists between those who serve in uniform, and grateful Americans everywhere who want to express their support."

— KEVIN SCHMIEGEL
CHIEF EXECUTIVE OFFICER AT
OPERATION GRATITUDE

"We couldn't be more honored and excited to have such a respected partner in Operation Gratitude to enable the HEFF 'Buy a Tube, Give a Tube' efforts," says Jason Kirkland, HEFF Brand Director at W.M. Barr. "We are proud to provide HEFF skin care products as a small thank you to our U.S. Service Members deployed around the globe and support Operation Gratitude's inspiring mission."

This Veteran's Day, HEFF will be proudly displayed at Lowes and Home Depot stores across America with the "Buy a Tube, Give a

Tube" campaign. Since launch of HEFF this summer, W.M. Barr has already donated more than 25,000 tubes to U.S. Service Members through the company's partnership with Operation Gratitude.

"We are thankful for the passion and dedication of the thousands of Operation Gratitude volunteers around the country, including the employee-owners of W.M. Barr, who contribute to our mission to thank all who serve," said Kevin Schmiegel, CEO of Operation Gratitude. "Together, we are helping to bridge the divide that exists between those who serve in uniform, and grateful Americans everywhere who want to express their support."

About

HEFF is licensed and distributed by the W.M. Barr & Company, Inc. Based in Memphis, TN, W.M. Barr is part of Barr Brands International and is a market leader in specialty cleaning, home improvement and automotive refinishing products. The company sells its products through retail and distributor channels in the United States. Barr's portfolio of brands includes well-known products such as Goof Off®, Mold Armor®, Spray & Forget®, Klean Strip®, DampRid® and Microban®. The Company is 100% employee-owned and continues to review a variety of growth and acquisition opportunities. For more information, please visit www.barrbrandsinternational.com.

Operation Gratitude has sent more than 2.1 Million of its signature Care Packages to First Responders, New Recruits, Veterans and to individually named U.S. Service Members deployed overseas and their families waiting at home. Each package is filled with food, entertainment, hygiene and hand-made items, as well as personal letters of support written by grateful Americans. The nonprofit organization's mission is to lift the spirits and meet the evolving needs of the Military and First Responder communities, and to provide volunteer opportunities for Americans to express their appreciation to all who serve. For more information, please visit <http://www.operationgratitude.com>.

Source: W.M. Barr & Company, Inc.

Additional Links

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