



PRODUCT FACT SHEET

CLR PRO® Commercial Probiotic Cleaner

MARKET OPPORTUNITY

Cleaning products that use probiotic technology, also known as “probiotic cleaners” or “bio-cleaning products,” are a relatively new trend in the cleaning industry. By harnessing nature’s own cleaning agents, these products offer an alternative to traditional cleaners that often rely on harsh chemicals.

A WIDE VARIETY OF APPLICATIONS

Offices & Workspaces:

Communal areas like kitchens and reception areas, desks, floors

Hospitality & Restaurants:

Hotel rooms, common areas, dining areas, kitchens

Food Processing & Manufacturing:

Equipment, work surfaces, drains, sensitive metals and machinery

High Traffic Areas:

Education, airports, gyms, public spaces

POWERFUL & EFFECTIVE

CLR PRO® Commercial Probiotic Cleaner is a daily use cleaner that harnesses the natural cleaning power of probiotics and bio-based ingredients. The probiotics in Commercial Probiotic Cleaner use enzymes that break down soils for up to 3 days. It is a great solution to use when disinfecting isn’t required in high-traffic areas. At a pH of 7-8, it is a neutral to very mild degreaser that eats away at everyday dirt and grime and is safe enough to use on over 30 surfaces including tile, stainless steel, sealed granite, ceramic, and more.

STRONG BRAND LOYALTY

To know us is to love us—CLR® has a 83% brand affinity. Consumers are more likely to shop around to find CLR®, and less likely to switch brands.

- Fully stocked and locally sourced in the USA
- 50+ years manufacturing cleaning products
- Made in USA
- Woman Owned Business



A SAFER ALTERNATIVE

Probiotic cleaners are recognized for their environmental friendliness as they rely on naturally occurring bacteria and enzymes. They reduce the need for harsh chemicals, minimizing the impact on ecosystems and human health. And, the breakdown of organic matter by probiotic bacteria produces harmless byproducts. And because they use fewer harsh chemicals, probiotic cleaners are generally safer for human health compared to chemical-based cleaners. They typically do not emit strong fumes or contain hazardous ingredients, making them safer for workers and building occupants that have sensitivities and allergies to chemicals.

- Contains no harsh acids
- Bleach-free formula
- pH 7-8
- USDA Certified Biobased
- NSF Registered
- Non-corrosive and non-abrasive when used as directed



Available in:

Size	Stock #
32 oz.	FM-CPC32-6PRO



CLR PRO® COMMERCIAL PROBIOTIC CLEANER

COMPETITIVE OVERVIEW



	CLR PRO® Commercial Probiotic Cleaner	Betco® All Purpose Cleaner and Odor Eliminator	Zep® Odorstroyer Extra
pH @ 20°C	PH: 7-8	pH: 6.50 - 8.50	pH: 7.2-8.2
Probiotic Type	Bacillus Bacterial Ferment	Probiotic bacillus cultures	Not Disclosed
Concentrate	NO <i>Ready To Use</i>	YES <i>Can Dilute</i>	NO <i>Ready To Use</i>
Extended Cleaning Time	YES <i>Up to 3 Days</i>	YES <i>Undefined</i>	NO CLAIMS
EPA Safer Choice Ingredients	NO <i>*EPA does not currently review probiotic formulas as part of their Safer Choice program</i>	NO <i>Certified by Ecologo (UL)</i>	NO <i>Certified by Ecologo (UL)</i>
LEED Certified	NO	YES	YES
USDA Certified Biobased	YES	NO	NO
NSF Registered	YES (A1)	NO	NO

THE POWER YOU EXPECT.
THE SAFETY YOU NEED.



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