



PRODUCT FACT SHEET

CLR PRO® Calcium, Lime & Rust Remover

MARKET OPPORTUNITY

Many commercial and industrial facility managers need to move away from the harsh acids with very low pH levels due to corrosion and danger to employees. But they also need products that are proven effective.



TWO-FOR-ONE PRODUCT

More end-users are using CLR PRO® as a 2 for 1...

1. Janitorial everyday cleaning for hard water, rust and lime removal in facilities.
2. Hard water flushing, mineral deposit removal such as hard water in heat exchangers, die cast lines, pipes and plumbing, HVAC, cooling towers etc.

POWERFUL & EFFECTIVE

CLR PRO® is a fast and effective way to clean away tough calcium, lime, rust deposits, and soap scum that can be used everyday. It's a versatile cleaner for use on a wide variety of surfaces, like; plastic, ceramic tile, glass, stainless steel, faucet and shower fixtures, shower doors, fiberglass, toilet bowls & sinks.

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.

- #1 selling lime, rust, hard water remover
- Fully stocked and locally sourced in the USA
- 50+ years manufacturing cleaning products
- Made in USA
- Woman Owned Business



A SAFER ALTERNATIVE

Many common household cleaners prominently feature acids. Toilet bowl cleaners contain compounds such as sulfuric acids (80% corrosive), hydrochloric acid (10% - 25%), oxalic acid (2%), and/or sodium bisulfate (70%-100%). These are household products that aren't used frequently—remember we sell into industrial—so this is used daily, which can cause the wear down of machines and equipment.

- No harsh acids—made of Lactic Acid, a derivative of corn
- pH 2.05 - 2.30
- EPA Safer Choice Program—qualifies for LEED points
- NSF registered—Food-grade compliant
- 86% Bio-based
- Nonflammable
- Readily biodegradable

Available in:



Size	Stock #
32 oz.	FM-CLR32-6PRO
42 oz.	FM-CLR42-4PRO
1 Gal.	FM-CLR128-4PRO
5 Gal.	FM-CLR-5PRO
55 Gal.	FM-CLR-55PRO





CLR PRO® CALCIUM, LIME & RUST REMOVER

COMPETITIVE OVERVIEW



	CLR PRO®	SIMPLE GREEN	ZEP	Delimer
pH @ 20°C	PH: 2.05 - 2.30	PH: 1.0 - 1.5 <i>Can cause burns and is bad for the respiratory system. Banned in several countries.</i>	PH: < 1.0 <i>Can cause burns and is bad for the respiratory system. Banned in several countries</i>	PH: < 1.0 <i>Can cause burns and is bad for the respiratory system. Banned in several countries</i>
Corrosive	NO* <i>*when used as directed</i>	YES	YES	YES
Main Ingredient	Lactic Acid <i>Derived from plants.</i>	Urea Hydrochloride <i>Daily use can cause harm to humans and to machinery</i>	Urea Hydrochloride <i>Daily use can cause harm to humans and to machinery</i>	Hydrochloric, Citric
EPA Safer Choice ingredients	YES <i>Contains no bleach, ammonia, or phosphorus</i>	NO	NO	NO
Readily Biodegradable	YES	YES	YES	NO
NSF Registered	YES <i>Approved for use in food processing, food storage, and food service facilities</i>	NO	NO	NO
LEED Certified	YES <i>Complies with LEED Green building product purchasing requirements</i>	NO	NO	NO

THE POWER YOU EXPECT.
THE SAFETY YOU NEED.



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