



PRODUCT FACT SHEET

CLR PRO® Mold & Mildew Stain Remover

MARKET OPPORTUNITY

Mold can be found anywhere throughout a facility, posing health hazards to building occupants and the building itself; it can weaken and degrade building materials, cause corrosion and damage to electrical systems, and grow in HVAC systems, reducing efficiency and potentially spreading spores throughout the building. More and more facilities managers are looking for safer, non-bleach removal options.



A WIDE VARIETY OF APPLICATIONS

- 1. Restrooms:** shower stalls, faucets, tile, drains
- 2. Facilities:** HVAC systems, ductwork, cooling towers, warehouses
- 3. Government:** water treatment systems, natural disaster areas, public pools, parks
- 4. Food Service:** food processing and storage areas, dumpsters, refrigerators, freezers, ice makers and ice bins, dishwashers

POWERFUL & EFFECTIVE

CLR PRO® Mold & Mildew Stain Remover is a bleach-free solution for removing surface mold & mildew stains. At a pH of 9.10-9.70, it is a mild alkaline that removes organic stains like mold & mildew and is safe enough to use on various surfaces like painted walls, ceramic tile, wood, glass, fabrics, fiberglass, 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

Chlorine bleach is one of the most common chemical treatments to remove mold and mildew. It can be hazardous not only to the health of building occupants but can also damage surfaces such as fabrics, carpet, and wood. Chlorine bleach can also be considered a pesticide by the EPA if a kill claim, such as "Kills 99.9% of bacteria and viruses," is made. Non-bleach cleaners do not produce harmful fumes or cause irritation to the eyes, skin, or lungs. They are also considered more "environmentally friendly" as they are generally made from more natural ingredients and do not contain harsh chemicals that can harm the environment.

- Bleach-free formula
- pH 9.10-9.70
- EPA Safer Choice - qualifies for LEED points
- Readily biodegradable
- Non-corrosive and non-abrasive

Available in:



Size	Stock #
32 oz.	FM-MMSR32-6PRO





CLR PRO® MOLD & MILDEW STAIN REMOVER

COMPETITIVE OVERVIEW



	CLR PRO®	MOLD ARMOR®	MOLDEX®	CLOROX PRO®
pH @ 20°C	PH: 9.10 - 9.70	PH: 14	PH: 12	PH: 12.4 - 12.8
Bleach Free	YES	NO	NO	NO
Main Ingredient	Alcohols, C9-11, ethoxylated	Sodium Hydroxide; Sodium Hypochlorite	Didecyl Dimethyl Ammonium Chloride	Sodium hypochlorite
Abrasive	NO	YES	CAN BE	YES
EPA Safer Choice Ingredients	YES <i>Contains no bleach, ammonia, or phosphates</i>	NO	NO	NO
LEED Certified	YES	NO	NO	NO
Readily Biodegradable	YES	NO	NO	NO

THE POWER YOU EXPECT.
THE SAFETY YOU NEED.



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