



PRODUCT FACT SHEET

CLR PRO® Multi-Purpose Cleaner

MARKET OPPORTUNITY

Multi-purpose cleaners are used for a variety of cleaning tasks, surfaces, and soils. Generally made with surfactants and/or solvents, multi-purpose cleaners are also commonly formulated with disinfectant technology. However, overuse of disinfectants can lead to a number of issues including health risks, damaging surfaces, and even antibiotic resistance.



A WIDE VARIETY OF APPLICATIONS

- Kitchens
- Restrooms
- Common Spaces
- Offices
- General Degreasing

POWERFUL & EFFECTIVE

CLR PRO® Multi-Purpose Cleaner is a tough everyday use, general purpose cleaner, superior to the leading brands as tested in 3rd party labs. At a pH of 10-11, it is a mild degreaser that removes everyday dirt and grime and is safe enough to use on over 30 surfaces including plastic, tile, stainless steel, glass, vinyl, sealed granite, fiberglass, ceramic, porcelain, 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

Using a multi-purpose cleaner without a disinfectant is a great first step to cleaning before disinfecting, or a great solution to use regularly in between disinfecting especially when there isn't enough time to let a disinfectant dwell on the surface. CLR PRO® Multi-Purpose Cleaner is part of the EPA's Safer Choice Program, recognizing the product as a safer alternative to harsh chemicals, also qualifying users for LEED points. It does not contain phosphates, ammonia, or bleach.

- Contains no harsh acids
- Bleach-free formula
- pH 10-11
- EPA Safer Choice - qualifies for LEED points
- Non-corrosive and non-abrasive when used as directed.



Available in:

Size	Stock #
32 oz.	FM-MPC32-6PRO



CLR PRO® MULTI-PURPOSE CLEANER

COMPETITIVE OVERVIEW



	CLR PRO® Multi-Purpose Cleaner	ZEP® All-Purpose Cleaner	Clorox PRO® Formula 409® Cleaner Degreaser Disinfectant	Clorox PRO® EcoClean™ All-Purpose Cleaner
pH @ 20°C	pH: 10-11	pH: 10.5-11.5	pH: 9-11.5	pH: 11.25
Bleach Free	YES	YES	YES	YES
Disinfectant	NO	NO	YES*	NO
Concentrate	NO <i>Ready To Use</i>	YES	NO <i>Ready To Use</i>	NO <i>Ready To Use</i>
Corrosive	NO	YES <i>Contains Sodium Hydroxide</i>	CAN BE	YES <i>Contains Sodium Hydroxide</i>
EPA Safer Choice Ingredients	YES <i>Contains no bleach, ammonia, or phosphates</i>	NO	NO	YES
LEED Certified	YES	NO	NO	YES

*As a disinfectant, this product is registered with the EPA as a pesticide.

THE POWER YOU EXPECT.
THE SAFETY YOU NEED.



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