



PRODUCT FACT SHEET

CLR PRO® Multi-Surface Restroom Cleaner

MARKET OPPORTUNITY

A new normal has formed coming out of the pandemic. Buildings are operating at reduced capacity, and staff shortages are occurring across many industries. As a result, cleaning frequency is down, which means that hard water deposits, soap scum, grime, and more have a chance to build up. Janitorial and facility staff need multipurpose products that are tough to save on time yet safe for them to use regularly.



A WIDE VARIETY OF APPLICATIONS

- Toilets, urinals
- Shower doors and stalls
- Sinks, bathtubs, hot tubs
- Faucets and other bathroom fixtures

POWERFUL & EFFECTIVE

CLR PRO® Multi-Surface Restroom Cleaner is a lactic acid-based solution for removing buildup and stains in public restrooms. At a pH of 2.40-2.70, it is a mild acid that works to remove inorganic buildup like hard water deposits, soap scum, dirt, and scale, and is safe enough to use on a variety of hard surfaces like 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

Many acidic bathroom cleaners contain harsh hydrochloric, phosphoric, or uric acids. While these acids are generally used to break down and remove tough buildup quickly, they also pose many risks, including corrosiveness and damage to surfaces, toxic fumes, burns or irritation to skin or eyes, and more. Using a safer cleaner with an EPA Safer Choice approved acid, such as lactic, is a good alternative when possible. Lactic acid is a mild, organic acid that can be produced through the fermentation of sugars by lactic acid bacteria. Because it is mild, it is safer to use on surfaces and less likely to cause damage or discoloration. It is also a natural and readily biodegradable acid, making it less harmful to the environment than other synthetic acids. While safer, it is still effective at removing and breaking down buildup found in restrooms.

- Contains no harsh acids
- Bleach-free formula
- pH 2.40-2.70
- EPA Safer Choice - qualifies for LEED points
- Readily biodegradable
- Non-corrosive and non-abrasive when used as directed.



Available in:

Size	Stock #
32 oz.	FM-RC32-6PRO



CLR PRO® MULTI-SURFACE RESTROOM CLEANER

COMPETITIVE OVERVIEW



	CLR PRO® RESTROOM CLEANER	DIVERSEY™ CREW	SPARTAN® GS RESTROOM CLEANER	ZEP® RING MASTER
pH @ 20°C	PH: 2.40 - 2.70	PH: 4.41	PH: 1.5-2.5	PH: <1
Bleach Free	YES	YES	YES	YES
Disinfectant	NO	NO	YES*	NO
Main Ingredient	Lactic Acid	Potassium Dodecylbenzenesulfonate	Citric Acid	Orthophosphoric Acid <i>Contains Hydrochloric Acid</i>
Corrosive	NO	NO	CAN BE	YES
EPA Safer Choice Ingredients	YES <i>Contains no bleach, ammonia, or phosphates</i>	NO <i>Green Seal™ Certified, GREENGUARD Certified</i>	NO* <i>Formulated in partnership with the EPA's Design for the Environment program.</i>	NO
LEED Certified	YES	YES	NO	NO
Readily Biodegradable	YES	N/A	N/A	NO

*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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