



PRODUCT FACT SHEET

CLR PRO MAX® Industrial Descaler



MARKET OPPORTUNITY

Industrial systems that use heated and cooled water, coolants, and other fluids, such as cooling towers and heat exchangers, are susceptible to scale buildup due to minerals in the water supply.

Buildup can:

- Reduce heat transfer efficiency, increasing energy consumption and operational costs.
- Obstruct flow passages, reducing water flow, pressure drops, and potential system failure.

Additionally, corrosion can occur underneath the scale layer, further compromising the system's integrity and lifespan.

A WIDE VARIETY OF APPLICATIONS

Heat exchangers, cooling towers, condensers, boilers, injection molds, UV sterilizing, steam generators, evaporators, commercial ice machines, commercial dishwashers, urinals, and more.

POWERFUL & EFFECTIVE

Engineered for heavy scale, rust, and struvite removal, CLR PRO MAX® Industrial Descaler is a restorative cleaner that effectively and quickly eliminates heavy buildup from a variety of industrial equipment and drains. It helps restore equipment back to peak condition, which in turn increases operational efficiency, prolongs the lifespan of machinery, and helps reduce energy consumption.

STRONG BRAND LOYALTY

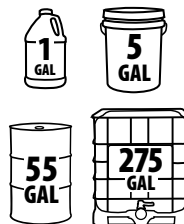
To know us is to love us—CLR® has a 83% brand affinity. Consumers are more likely to shop around to find CLR®, and less likely to switch brands.

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

SAFETY FEATURES:

Industrial Descaler is formulated with a new technology—Methanesulfonic Acid. It is a non-flammable organic acid that contains no VOCs and is Odor-Free. Industrial Descaler remains “soluble” during the descaling process, meaning that there is no chance of forming residues or buildup like sludge, which can be very difficult to remove.

Available in:



Size	Stock #
1 Gal.	I-IDESC128-4PROM
5 Gal.	I-IDESC-5PROM
55 Gal.	I-IDESC-55PROM
275 Gal.	I-IDESC-275PROM





CLR PRO MAX® Industrial Descaler

COMPETITIVE OVERVIEW



	CLR PRO MAX® Industrial Descaler	RYDYLME Biodegradable Descaler	NuCalgon Eco-Lyme	ScaleBreak® Liquid Descaler
pH @ 20°C	pH: < 1.0	pH: Generally < 3.0	pH: < 1	pH: < 3.0
Active Ingredient	Methansulfonic Acid	Hydrochloric Acid	Alkane Sulfonic Acid	Hydrochloric Acid
Readily Biodegradable	YES	YES	YES	NO
Dilutable	YES	YES	YES	NO CLAIMS
Odor	Odorless	Comparable to Almonds	Odorless	Almond
NSF Registered	YES	YES	YES	NO

THE POWER YOU EXPECT.
THE SPEED YOU NEED.



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