

# FULL OF B.S.

**BOLDLY SAFE**

**BOLDLY STRONG**



**BACKED BY SCIENCE**



# THE RIGHT COMPANY.

CLR® and Tarn-X® have been the top selling brands in their category for over 30 years.



For more than 50 years, Jelmar® has built a strong reputation for innovative and powerful cleaning products. But we're not resting on our laurels. We're taking that same passion for excellence that made CLR the #1 selling calcium, lime and rust remover in the world and bringing it to the professional cleaning industry. Your success is our success!

Made in USA



WOMEN OWNED



1940s

*In 1949 Manny Gutterman founded Manny Gutterman & Associates, Inc. as a national sales representative organization*



*A friend in advertising asked Manny to sell a warehouse full of cleaning product in barter from a bankrupt client. Of course he accepted the challenge and Jelmar, LLC. was born.*

1960s

**TARN-X®**

*The product was reformulated and repackaged and sold as Tarn-X® Tarnish Remover.*



*Tarn-X became the number one selling metal cleaner in the United States through its use of the phrase "AS SEEN ON TV."*

1980s



*Product innovation continued and a powerful lime and rust remover was developed: CLR® Calcium, Lime & Rust Remover.*



2000s

*In 2007, Alison Gutterman continues the family legacy and became the president of Jelmar.*

*Over the years, Jelmar continued to develop new products that stand out from the competition.*



2020+



*CLR PRO® introduces CLR PRO MAX®, a new line of products that are more powerful and work faster.*

*Jelmar launches safe & effective professional cleaning products formulated for the unique needs of the industrial and commercial marketplace.*



# WHY CLR PRO® AND CLR PRO MAX®

Boldly Safe. Boldly Strong. Backed by Science.



**CLR PRO**



## THE POWER YOU EXPECT. THE SAFETY YOU NEED.

- Proven effective and safe to use regularly.
- Keep equipment working efficiently.
- Nationally recognized brand leadership.
- 99% complete and on time fill rates.
- NSF registered—approved for use in food processing, food storage, and food service facilities.
- Non-corrosive and non-abrasive on surfaces when used as directed.
- Meets LEED Standards.
- EPA Safer Choice Certified



**CLR PRO MAX**



## THE POWER YOU EXPECT. THE SPEED YOU NEED.

- Outperforms competition in removing heavy build-up.
- Help restore equipment and surfaces to their original state.
- Nationally recognized brand leadership.
- 99% complete and on time fill rates.
- NSF registered—approved for use in food processing, food storage, and food service facilities.





Look for the logo on the label.



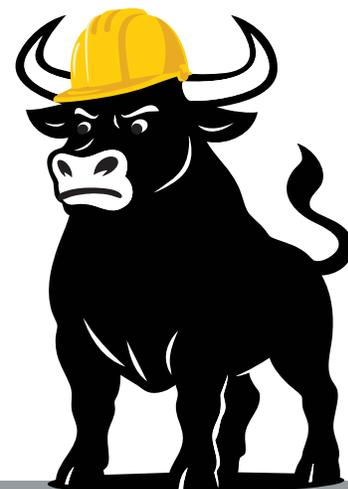
## SAFER CHOICE PRODUCTS FOR A HEALTHIER ENVIRONMENT

### Sustainability in Maintenance: The Advantage of Safer Choice Products

The EPA Safer Choice program is all about encouraging the use of eco-friendly cleaning products. It sets strict standards covering everything from the ingredients to the effectiveness and packaging of products. When a product earns this label, it means it's passed tough tests for environmental and human safety.

For businesses, choosing CLR PRO® products with the Safer Choice label can be a game-changer. These products not only meet high performance standards but also keep your air and water cleaner, minimizing health risks. Plus, using these products can boost your facility's green credentials, possibly earning points towards LEED certification. It's a smart way to show you're serious about sustainability.

Choosing CLR PRO® with the Safer Choice label means you're choosing products that are safe, effective, and environmentally sound. Facility managers can make their spaces cleaner and safer while supporting broader environmental goals. It's a practical step towards a more sustainable approach to maintenance.



Proud to be EPA Partner of the Year since 2015.





Nonfood Compounds

## FOOD AND BEVERAGE READY

### NSF REGISTERED

The CLR PRO® LINE of ready-to-use products provides complete cleaning solutions for food & beverage processing facilities, restaurants, commercial and test kitchens, catering facilities, manufacturing, and much more.

- Meets a high standard for hygiene and safety
- Assures consistency with USDA on guidelines for non food compounds
- Compliant with Global Food Safety Initiative Standards (BRC, IFS, SQF)





# CHOOSE THE RIGHT CLR PRO® SOLUTION

From Routine Cleaning to Restorative.



	ROUTINE	PREVENTATIVE	RESTORATIVE	SAFER CHOICE	NSF	USDA BIOPREFERRED
CLR PRO MAX® Industrial Degreaser	X		X		X	
CLR PRO MAX® Industrial Descaler		X	X		X	
CLR PRO® Bio-Enzymatic Drain Maintainer	X	X		X	X	
CLR PRO® Calcium, Lime & Rust Remover	X			X	X	X
CLR PRO® Commercial Probiotic Cleaner	X				X	X
CLR PRO® Exterior Rust Remover			X			
CLR PRO® Heavy Duty Radiator Flush & Cleaner		X	X			
CLR PRO® Industrial Systems Flush		X				
CLR PRO® Mold & Mildew Stain Remover	X			X		
CLR PRO® Multi-Purpose Cleaner	X			X		
CLR PRO® Restroom Cleaner	X			X		
CLR PRO® Vehicle Lime Remover	X					
CLR Brands® Garbage Disposal Cleaner	X					
CLR Brands® Power Plumber Drain Opener	X		X			
CLR Brands® Stainless Steel Cleaner	X				X	
Tarn-X PRO® Tarnish Remover			X			



# FACILITIES MAINTENANCE PRODUCTS

CLEANING SOLUTIONS FOR ALL AREAS OF YOUR FACILITY

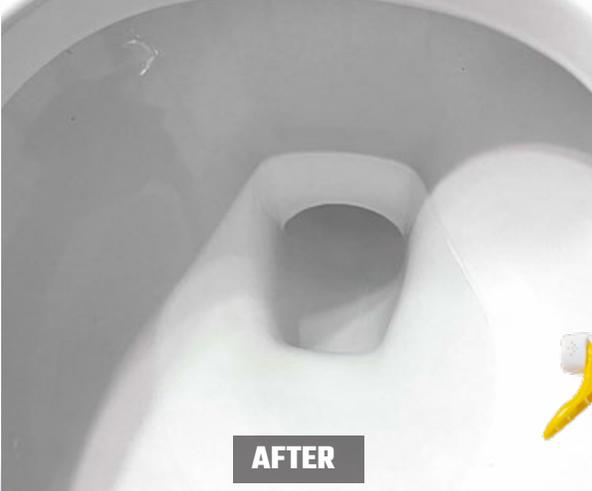


## SAFE AND EFFECTIVE CLEANING SOLUTIONS FOR FACILITIES MAINTENANCE

Facilities Maintenance covers a lot of ground and areas with distinct cleaning needs. CLR PRO® cleaning products provide time-saving solutions with easy-to-use products that work.

Ready-to-use | Proven effective | Safer ingredients | Supports sustainability goals





## FACILITIES MAINTENANCE

# CLR PRO<sup>®</sup> CALCIUM, LIME, RUST REMOVER

Remover safely and effectively dissolves calcium, lime, and rust deposits.

- Safe on all plumbing
- Made of Lactic Acid which is derived from plants
- Contains no bleach, ammonia, or phosphorus
- NSF registered—approved for use in food processing, food storage, and food service facilities
- Part of the EPA's Safer Choice Program recognizing the product as a safer alternative to traditional chemicals

### COMMON USES:

Dishwashers, Coffeepots, Sinks, Showerheads, Toilets, Humidifiers, Washing Machines, HVAC, Glassware, Faucets

### DILUTION:

*Light soils: 1 part CLR: 8 parts warm water*  
*Medium soils: 1 part CLR: 1 part warm water*  
*Heavy soils: use full strength CLR*

### USE ON THESE SURFACES:

- PORCELAIN
- STAINLESS STEEL
- CHROME
- GLASS
- FIBERGLASS
- VINYL
- BRASS
- PVC/PLASTIC

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
275 Gal.	CLR-275PRO





## FACILITIES MAINTENANCE

# CLR PRO® RESTROOM CLEANER

Effectively removes dirt, calcium, lime, hard water deposits, and soap scum, keeping bathrooms clean and fresh.

- Multi-surface cleaner that easily removes hard water deposits and soap scum on common bathroom surfaces
- Safe on all plumbing
- Septic and greywater safe
- Contains no phosphates, ammonia, or bleach
- Part of the EPA's Safer Choice Program recognizing the product as a safer alternative to traditional chemicals



### USE ON THESE SURFACES:

- PLASTIC
- STAINLESS STEEL
- FIBERGLASS
- GLASS
- GRANITE (SEALED)
- PORCELAIN
- CERAMIC
- CHROME

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



**CLEANS AND SHINES  
FAUCETS AND SINKS**

### COMMON USES:

Stainless Steel Sinks, Tubs, Showers, Tile Floors and Walls, Grout, Toilets, Countertops, Fixtures

### DILUTION:

*Ready to Use*





FACILITIES MAINTENANCE

# CLR PRO<sup>®</sup> COMMERCIAL PROBIOTIC CLEANER

Removes tough soils while delivering 3 days of continuous cleaning power.

- Probiotics in the cleaner activates in the presence of soil and helps break down dirt and grime for up to 3 days
- Bleach-free formula
- Reduces odor
- 86% bio-based ingredients
- Lemon-scented
- NSF registered—approved for use in food processing, food storage, and food service facilities



**USE ON THESE SURFACES:**

- GROUT
- CHROME
- ALUMINUM
- FIBERGLASS
- STAINLESS STEEL

Size	Stock #
32 oz.	FM-CPC32-6PRO



**CONTINUED CLEANING ACTION**

**COMMON USES:**

Restroom Counters, Tile Walls, Floors, Plumbing Fixtures

**DILUTION:**

*Ready to Use*



*EPA does not currently review probiotic formulas as part of their Safer Choice program*





## FACILITIES MAINTENANCE

# CLR PRO® MULTI-PURPOSE CLEANER

Effectively removes everyday soil and grime from a wide variety of surfaces.

- For everyday use on common soils
- Effective, hard working and easy to use cleaner is superior to the leading brands
- Lemon-scented
- Part of the EPA's Safer Choice Program recognizing the product as a safer alternative to traditional chemicals
- Contains no phosphates, ammonia or bleach



### COMMON USES:

Countertops, Appliances, Decorative Elements, Office Spaces, Restroom Surfaces

### DILUTION:

*Ready to Use*

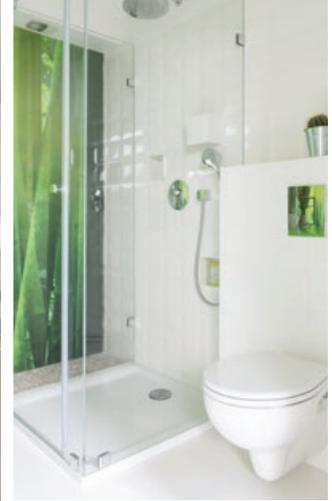


### USE ON THESE HARD SURFACES:

CERAMIC  
 FORMICA®  
 GRANITE  
 STAINLESS STEEL  
 TILE

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





## FACILITIES MAINTENANCE

# CLR PRO® BIO-ENZYMATIC DRAIN MAINTAINER

Live microbial formula prevents fat, oil, and grease buildup in grease traps, ponds and lagoons, septic tanks, and drains—keeping systems flowing freely.

- Live bacteria digests and degrades fat, oil, and grease with no harmful byproducts
- Contains no emulsifiers—promotes a more efficient waste water treatment operation
- NSF registered—approved for use in food processing, food storage, and food service facilities
- Part of the EPA's Safer Choice Program recognizing the product as a safer alternative to traditional chemicals

### COMMON USES:

Grease Traps, Drains, Toilets, Sinks, Tubs, Showers, Kitchens, Restaurant Drains, Spas, Locker Rooms, Factories, Sewage Treatment Plants, Lift Stations, Meat/Poultry Producers, Vehicle/ Truck Wash, Utilities, Oil Water Separators, Industrial Laundries, Wastewater Ponds & Lagoons

### DOSAGE:

- For drain line maintenance in kitchens, bath and laundry rooms – 2 ounces per inch of drain diameter is the targeted measurement.
- For a 2" drain: Add 8 ounces per drain as a start up seeding dose. Then add 4 ounces per week thereafter for maintenance. Increase doses accordingly for larger diameter drains and feeder lines.

For wastewater treatment applications including lagoons, grease traps and food processing plants, please refer to Technical Data Sheets for more directions for use.



### USE ON THESE TYPES OF PIPES:

- COPPER
- PVC
- STEEL
- PLASTIC
- CAST IRON

Size	Stock #
1 Gal.	FM-BEDM128-4PRO
5 Gal.	FM-BEDM-5PRO
55 Gal.	FM-BEDM-55PRO





FACILITIES MAINTENANCE

# CLR PRO<sup>®</sup> MOLD & MILDEW STAIN REMOVER

Removes tough mold and mildew stains from a wide variety of surfaces.

- Removes surface mold and mildew stains
- Bleach-free
- Part of the EPA's Safer Choice Program recognizing the product as a safer alternative to traditional chemicals



**USE ON THESE SURFACES:**

- GLASS
- MARBLE
- BRICK
- CONCRETE
- CERAMIC
- METALS
- FABRICS
- WOOD

Size	Stock #
32 oz.	FM-MMSR32-6PRO
1 Gal.	FM-MMSR128-4PRO



**COMMON USES:**

Painted Walls, Ceramic Tiles, Hardwood Floors and Baseboards, Shower Curtains, Rugs, Countertops, Showers, Grout, Siding

**DILUTION:**

*Ready to Use*





FACILITIES MAINTENANCE

## TARN-X PRO® TARNISH REMOVER

The leading tarnish remover for cleaning and preserving copper and sterling silver.

- Extremely effective at brightening and shining
- Rinses clean with no residue
- Saves time and effort—no buffing required



**CLEANS & SHINES LIKE NEW  
WITHOUT BUFFING**

### COMMON USES:

Silverware, Serving Pieces, Light Fixtures, Copper Pots and Pans, Musical Instruments

### DILUTION:

*Ready to Use*



### USE ON THESE SURFACES:

- SILVER
- STERLING SILVER
- PLATINUM
- GOLD

Size	Stock #
12 oz.	TX-6
1 Gal.	FM-TX128-4PRO
5 Gal.	FM-TX-5PRO
55 Gal.	FM-TX-55PRO



LEARN MORE



## FACILITIES MAINTENANCE

# CLR BRANDS® GRANITE, MARBLE & STONE

Safely cleans stone without scratching while providing a streak free shine.

- Removes dirt and grime in one step
- No streaks or scratches
- Optical brightener gives a “pop” to dull surfaces

### COMMON USES:

Counters, Floors, Walls, Statues, Decorative Elements

### DILUTION:

*Ready to Use*



**REMOVES FOOD & GRIME LEAVING A STREAK-FREE SHINE IN ONE STEP**



### USE ON THESE SURFACES:

GRANITE  
STONE  
MARBLE  
CORIAN®  
QUARTZ  
TILE

Size	Stock #
12 oz. aerosol can	CGS-12





## FACILITIES MAINTENANCE

# CLR BRANDS® STAINLESS STEEL

One-step, ready-to-use powerful foaming action removes dirt, residue, and fingerprints from stainless steel.

- Powerful foaming action won't streak or run
- NSF registered–approved for use in food processing, food storage, and food service facilities
- Water-based formula

### COMMON USES:

Elevator Doors, Stainless Steel Appliances, Work Stations, Decorative Elements, Statues

### DILUTION:

*Ready to Use*



### USE ON THESE SURFACES:

STAINLESS STEEL

Size	Stock #
12 oz. aerosol can	CSS-12



**LEAVES NO RESIDUE AND PROTECTS FROM FINGERPRINTS**



LEARN MORE



FACILITIES MAINTENANCE

# CLR BRANDS® POWER PLUMBER DRAIN OPENER

Quickly and effectively unclogs blocked drains.

- Uses the power of compressed air to remove clogs up to 50 feet down
- Contains no CFCs that deplete the ozone
- Made without harsh chemicals, acid or lye
- Safe for all pipes, including plastic or metal drains, and won't cause corrosion
- Can use in standing water

### COMMON USES:

Sinks, Tubs, and Showers



**SAFELY BLASTS CLOGS IN SECONDS!**  
NO HARSH ACIDS, LYES, OR ADDITIVES



### USE ON THESE:

PLASTIC DRAINS

METAL DRAINS

Size	Stock #
4.5 oz. aerosol bottle	PP-6



LEARN MORE



## FACILITIES MAINTENANCE

# CLR BRANDS® GARBAGE DISPOSAL

Powerful foaming pods clean and freshen garbage disposals without scrubbing.

- Deep cleans and freshens every section of your disposal unit, cutting through grease and grime
- Eliminates odor, leaving a light, fresh scent
- Does not contain ammonia, parabens, phthalates, or bleach
- Safe to use regularly

### COMMON USES:

Garbage Disposals

### DILUTION:

*Ready to Use*



**FAST DISSOLVING PODS  
SAFE FOR ALL GARBAGE DISPOSALS**



### USE ON:

GARBAGE DISPOSALS

Size	Pouch Quantity	Stock #
1 Pouch	5 Pods	GDC-6
36 Pouches	5 Pods	GDC5-36
12 Pouches	20 Pods	GDC20-12



LEARN MORE



# AUTOMOTIVE PRODUCTS

MAKE EASY WORK OF DAILY SERVICE REPAIRS AND CLEANING



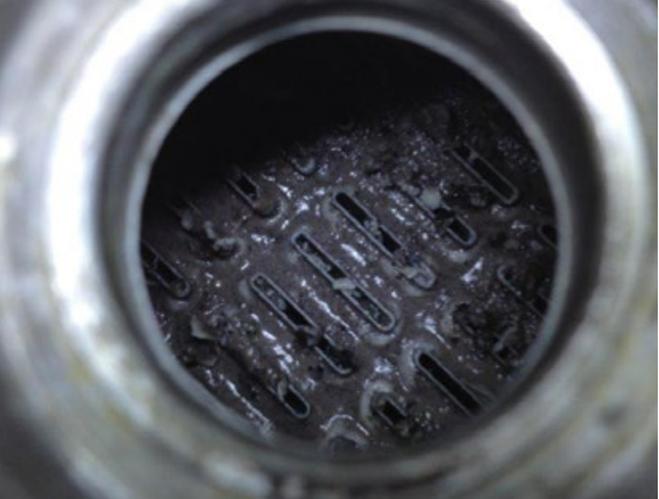
## SAFE AND EFFECTIVE MAINTENANCE PRODUCTS FOR THE AUTOMOTIVE INDUSTRY

The CLR PRO® Automotive line of products offer a safer, effective solution to make easy work of daily service repairs and cleaning than the harmful, hazardous chemicals commonly found in auto shops.

Ready-to-use | Outperforms competition\* | No harsh ingredients



\*Proven in third-party tests.



AUTOMOTIVE

# CLR PRO® HEAVY DUTY RADIATOR FLUSH & CLEANER

Formulated to remove heavy scale buildup and rust in later model radiators. It removes more scale in 10 minutes than competitive products do in 3 hours\*.

- Heavy duty to extend the life of vehicles
- Removes scale build up 10x more effectively than the leading product\*
- Safe for employees

*\*Proven in third-party tests. Based on 30 minute flush with average 3 gallon radiator.*



## USE ON THESE SURFACES:

- ALUMINUM
- STAINLESS STEEL
- COPPER
- BRASS
- PVC/PLASTIC
- VINYL
- FIBERGLASS
- RUBBER PARTS

Size	Stock #
1 Gal.	A-HDRFC-4PRO



LEARN MORE



**AUTOMOTIVE**

# CLR PRO<sup>®</sup> EXTERIOR RUST REMOVER

Effectively removes unsightly rust stains and surface corrosion from vehicle exteriors.

- Use for paint prepping and improving the appearance of any vehicle
- Safe on clear coat and paint
- Safe for employees

## DILUTION:

*Ready to Use*



## PROVEN EFFECTIVE ON THESE APPLICATIONS

- ANTIQUE CARS
- PATINA RESTORATION
- PAINT PREP
- CARS
- TRUCKS
- VANS
- HEAVY EQUIPMENT

Size	Stock #
1 Gal.	A-ERR-4PRO
5 Gal.	A-ERR-5PRO



LEARN MORE



# INDUSTRIAL PRODUCTS

EFFECTIVE AND SAFE TO USE REGULARLY



## KEEP EQUIPMENT WORKING EFFICIENTLY

Not regularly maintaining industrial equipment and vehicles can cause increased wear and operating hazards to operators. Harsh chemicals are often required when regular maintenance does not occur, which can damage equipment surfaces and can increase the risk of exposure for operators.

Ready-to-use | Proven effective | Reduce equipment downtime | No harsh ingredients





**BEFORE**



**AFTER**



**INDUSTRIAL**

# CLR PRO<sup>®</sup> INDUSTRIAL SYSTEMS FLUSH

**Safely removes scale buildup from industrial systems that can compromise the ability to heat and cool correctly.**

- Helps prevent equipment from overheating or failure, and energy inefficiencies with regular use
- Safely dissolves calcium, lime, rust and other deposits from water passages in water cooled or heated equipment
- Contains no harsh chemicals, like ammonia, phosphates, or solvents
- Manufactured in the USA



### USE ON THESE TYPES OF PIPES:

COPPER

PVC

STEEL

PLASTIC



**SAFELY REMOVES SCALE TO HELP WATER SYSTEMS OPERATE EFFICIENTLY**

**DILUTION:**  
*Ready to Use*

### COMMON USES:

Heat Exchangers, Cooling Towers, Evaporative Condensers, Boilers, Steam Generators, Injection Molds, UV Sterilizing, and Pipes and more.



Size	Stock #
1 Gal.	I-ISF-4PRO
5 Gal.	I-ISF-5PRO
55 Gal.	I-ISF-55PRO
275 Gal.	I-ISF-275PRO





**INDUSTRIAL**

# CLR PRO® VEHICLE LIME REMOVER

Daily use cleaner removes scale buildup from industrial & commercial vehicles and equipment.

- Cleans harmful scale buildup that can shorten service life of equipment and vehicle surfaces
- Keeps vehicle windows clear with regular use
- Can also be used to clean buildings, walls, floors, and hard surfaces that lime powder and scale accumulates
- No VOCs



### USE ON THESE SURFACES:

- PAINT
- RUBBER
- WINDOWS/GLASS
- VINYL
- ALUMINUM
- CHROME
- STAINLESS STEEL
- PVC/PLASTIC

### DILUTION:

*Ready to Use*

### COMMON USES:

Pulp Mills, Lime Mines, Construction Sites, Concrete Plants, Farm Equipment, Chemical Plants



Size	Stock #
1 Gal.	I-VLR-4PRO
5 Gal.	I-VLR-5PRO
55 Gal.	I-VLR-55PRO
275 Gal.	I-VLR-275PRO



**NEW**

**CLR PRO MAX®**

# INDUSTRIAL PRODUCTS

**THE POWER YOU EXPECT. THE SPEED YOU NEED.**



## MORE POWER FOR TOUGH JOBS

CLR PRO MAX® products excel in power and efficacy to restore your equipment and surfaces to their original state.

Formulated specifically to outperform the competition, CLR PRO MAX® will be your new go-to.

**Concentrated | Proven Effective | Dilutable**





INDUSTRIAL

NEW

# CLR PRO MAX<sup>®</sup> DESCALER

Quickly dissolves scale, rust, and other buildup in equipment and drains.

- Helps quickly restore equipment to peak condition.
- Dissolves & eliminates buildup like calcium, lime, rust, struvite, magnesium, and more.
- Helps to increase operational efficiency & prolong lifespan of machinery.
- Non-flammable, odor-free formula helps ensure a safer working environment.
- NSF registered—approved for use in food processing, food storage, and food service facilities



## COMMON USES:

Use for heavy buildup in: Heat Exchangers, Evaporators, Cooling Towers, Boilers, Ball Mill Rollers, Pipes built with Struvite, any place where scale build up occurs.

See label for directions.

## RECOMMENDED DILUTIONS:

### *Some visible scale:*

1 Part CLR PRO MAX<sup>®</sup>: 5 Parts Water

### *Medium levels of scale:*

1 Part CLR PRO MAX<sup>®</sup>: 3 Parts Water

### *Heavy scale build up:*

1 Part CLR PRO MAX<sup>®</sup>: 1 Part Water

## USE ON THESE TYPES OF SURFACES:

- COPPER
- PVC
- STEEL
- PLASTIC
- NICKEL

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





**INDUSTRIAL**

# CLR PRO MAX® INDUSTRIAL DEGREASER

Industrial strength, water-based cleaner and degreaser quickly lifts out oil, grease, and tar.

- Multi-purpose degreaser that lifts oil, grease, and tar
- NSF registered—approved for use in food processing, food storage, and food service facilities
- Concentrated formula allows you to choose the strength you need to get the job done
- Water-based formula is non-flammable and has no VOCs
- Contains no acids, abrasives, or petroleum solvents



## USE ON THESE SURFACES:

- PORCELAIN
- STAINLESS STEEL
- CHROME
- COPPER
- METALS
- CERAMIC
- FIBERGLASS
- RUBBER
- VINYL
- STONE
- BRICK
- CONCRETE
- PVC/PLASTIC



**QUICKLY REMOVES TOUGH GREASE BUILD UP**

## COMMON USES:

Floors, Parking Lots, Equipment, Walls, Machinery, Trash Receptacles, Vents

## DILUTION:

*Ready to Use*



Size	Stock #
32 oz.	I-DEGR32-6PROM
1 Gal.	I-DEGR128-4PROM
5 Gal.	I-DEGR-5PROM
55 Gal.	I-DEGR-55PROM
275 Gal.	I-DEGR-275PROM



LEARN MORE

# FULL OF B.S.



**THE POWER YOU EXPECT.  
THE SAFETY YOU NEED.**



**THE POWER YOU EXPECT.  
THE SPEED YOU NEED.**



[www.clrpro.com](http://www.clrpro.com) | 1-800-323-5497 | [sales@jelmar.com](mailto:sales@jelmar.com)