



AUTOMOTIVE

CLR® PROLINE™ PRODUCT CATALOG

INDUSTRIAL-STRENGTH • SAFER FOR THE ENVIRONMENT



POWERFUL CLEANING SOLUTIONS FOR AUTOMOTIVE



THE RIGHT COMPANY.



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!

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



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



1980s

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



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

2000s



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

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

2020+



Expansion of research and development of quality cleaning products for the professional line of cleaning products, including an automotive line.



Why CLR PRO®

- Proven High- Performance Products
- Safer Chemistry
- EPA Partner of the Year since 2015
- Nationally recognized brand leadership
- 99% complete and on time fill rates
- Non-toxic and safe for employees



We're committed to providing environmentally safe products to help you meet your organization's sustainability goals.

CLR PRO® line offers many products that are environmentally safe and help meet sustainability goals. In fact, many of our products are EPA Safer Choice, meaning that they have been evaluated through the EPA's rigorous scientific process for only the safest ingredients without sacrificing quality or product performance. CLR® has been awarded EPA Partner of the Year since 2015 for its commitment to safe ingredients.

Here are a few of the requirements we strive to have our products meet.



- Meets LEED Standards



- Biodegradable and safe for the environment



- Look for the EPA Safer Choice logo to see which products meet these standards.

Made in USA



WOMEN OWNED



CLR PRO® REGULAR MAINTENANCE RADIATOR FLUSH & CLEANER

Prevents scale and rust build up to keep radiators clean and running efficiently in new vehicles. It removes more scale in 10 minutes than competitive products do in 30 minutes*.

USE ON THESE SURFACES:

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

- Helps prevent build up from occurring with regular use
- Removes scale buildup 5x more effectively than the leading product*
- Readily biodegradable
- Safe for employees
- Part of the EPA's Safer Choice Program recognizing the product as a safer alternative to traditional chemicals

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



epa.gov/saferchoice

Product	Size	Stock #
CLR PRO® Regular Maintenance Radiator Flush & Cleaner	24 oz.	A-RMRFC-24PRO
CLR PRO® Regular Maintenance Radiator Flush & Cleaner	1 Gal.	A-RMRFC-4PRO
CLR PRO® Regular Maintenance Radiator Flush & Cleaner	5 Gal.	A-RMRFC-5PRO





CLR PRO® HEAVY DUTY RADIATOR FLUSH AND 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*
- Readily biodegradable
- Safe for employees
- Part of the EPA's Safer Choice Program recognizing the product as a safer alternative to traditional chemicals

**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

Product	Size	Stock #
CLR PRO® Heavy Duty Radiator Flush & Cleaner	24 oz.	A-HDRFC-24PRO
CLR PRO® Heavy Duty Radiator Flush & Cleaner	1 Gal.	A-HDRFC-4PRO
CLR PRO® Heavy Duty Radiator Flush & Cleaner	5 Gal.	A-HDRFC-5PRO



USE ON THESE SURFACES:

ALUMINUM

STAINLESS STEEL

COPPER

BRASS

PVC/PLASTIC

VINYL

FIBERGLASS

RUBBER PARTS

CLR PRO® TRUCK & LARGE VEHICLE HEAVY DUTY RADIATOR FLUSH

Designed to clean rust, scale and harmful buildup that can cause overheating and accelerated wear on truck engines.

- Extends the life of the engine and helps the system run cooler longer
- Extremely effective on radiators and heater cores
- Readily biodegradable
- Safe for employees
- Part of the EPA's Safer Choice Program recognizing the product as a safer alternative to traditional chemicals



Product	Size	Stock #
CLR PRO® Heavy Duty Radiator Flush	1 Gal.	TLV-HDRF-4PRO
CLR PRO® Heavy Duty Radiator Flush	5 Gal.	TLV-HDRF-5PRO





CLR PRO® HEAVY DUTY DEGREASER

A water-based, readily biodegradable solution that effectively and quickly lifts out oil and grease, while cleaning dirt and grime.

- Multi-purpose degreaser that lifts oil, grease, and tar
- Non-corrosive and non-abrasive formula
- Non-flammable
- Low VOC

Product	Size	Stock #
CLR PRO® Heavy Duty Degreaser	26 oz.	A-HDD-26PRO
CLR PRO® Heavy Duty Degreaser	1 Gal.	A-HDD-4PRO
CLR PRO® Heavy Duty Degreaser	5 Gal.	A-HDD-5PRO



PROVEN EFFECTIVE ON A WIDE VARIETY OF APPLICATIONS

ENGINES

TIRES

AUTO PARTS

CONCRETE FLOORS

UNDERBODIES

RUBBER FLOOR MATS

VINYL SEATS AND

DASHES



CLR PRO® 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
- Readily biodegradable
- Great for use outside—safe on vegetation
- Safe for employees
- Part of the EPA's Safer Choice Program recognizing the product as a safer alternative to traditional chemicals



PROVEN EFFECTIVE ON THESE APPLICATIONS

ANTIQUÉ CARS

PATINA RESTORATION

PAINT PREP

CARS

TRUCKS

VANS

HEAVY EQUIPMENT

Product	Size	Stock #
CLR PRO® Exterior Rust Remover	26 oz.	A-ERR-26PRO
CLR PRO® Exterior Rust Remover	1 Gal.	A-ERR-4PRO
CLR PRO® Exterior Rust Remover	5 Gal.	A-ERR-5PRO





CLR PRO® HARD WATER STAIN REMOVER

An ammonia-free solution for removing hard water stains on vehicles.

- Keeps windows clear and bright
- Prevents hard water from permanently etching glass when used regularly
- Easy to use spray and rinse formula
- Great for use outside—safe on vegetation
- Safe for employees
- Part of the EPA's Safer Choice Program recognizing the product as a safer alternative to traditional chemicals



Product	Size	Stock #
CLR PRO® Hard Water Stain Remover	26 oz.	A-HWSR-26PRO
CLR PRO® Hard Water Stain Remover	1 Gal.	A-HWSR-4PRO



USE ON THESE SURFACES:

- GLASS
- RUBBER SEALS
- ALUMINUM FRAMES
- CHROME BUMPERS
- WINDSHIELD WIPERS
- TOP COAT



**PROVEN EFFECTIVE ON
A WIDE VARIETY OF
MATERIALS**

NYLON

POLYESTER

COTTON

LAMINATE

CLR PRO[®] UPHOLSTERY & CARPET CLEANER

Effectively lifts and removes tough stains from upholstery and carpets.

- Removes blood, mud, ink, vomit, cosmetics and more
- Readily biodegradable
- Doesn't contain parabens or phthalates
- Safe for employees
- Part of the EPA's Safer Choice Program recognizing the product as a safer alternative to traditional chemicals



Product	Size	Stock #
CLR PRO [®] Upholstery & Carpet Cleaner	26 oz.	A-UCC-26PRO





CLR PRO® STAIN ELIMINATOR WITH ODOR CONTROL

The ultimate stain and odor remover for those hard to clean spots.

- Eliminates and deters odors
- Removes grass stains, blood, dirt, grease, juice, coffee, mud, and more
- Does not contain butyl, bleach, phosphates, chlorine, petroleum, or other ozone depleting solvents.
- Readily biodegradable
- Safe for employees

Product	Size	Stock #
CLR PRO® Stain Eliminator	26 oz.	A-SE-26PRO



PROVEN EFFECTIVE ON A WIDE VARIETY OF MATERIALS

- NYLON
- POLYESTER
- COTTON
- LEATHER



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