



ALL KINDS OF DIRTY | ONE KIND OF  
**CLEAN**





**1949**  
Company originally established as Manny Guttermann & Associates, Inc.

**Late 1960s**  
Manny Guttermann starts a new company, Jelmar.



**1980**  
Jelmar continues to grow over the decades, as family patriarch Manny passes the reigns to his sons Arthur and Steven.



**2007**  
Alison becomes the president of Jelmar in 2007 and the third generation Guttermann to run the company.



**2012**  
Jelmar President Alison Guttermann is honored with Enterprising Women of The Year Award.

1950

1960

1970

1980

1990

2000

2010

# About Jelmar

**1967**  
Tarn-X® is introduced.

**1970s**  
Tarn-X® is one of the first products that uses the phrase "AS SEEN ON TV" in commercials and on packaging. Tarn-X® over time becomes the number one selling metal cleaner in the United States.

**Early 1980s**  
CLR® (or Calcium, Lime and Rust) is introduced.

**1995**  
CLR® Bath & Kitchen Cleaner is introduced.

**2005**  
CLR® Septic Cleaner and Treatment is introduced as the FIRST consumer product to feature the Design for the Environment logo on its package.

**2007-2008**  
Received patents and awarded EPA DfE status on CLR® and CLR® Bath & Kitchen Cleaner.

**2010**  
CLR® Stainless Steel Cleaner and CLR® Stone Cleaner are introduced.

**2012**  
Jelmar is recognized as Small Business Association's Jeffrey Butland Family-Owned Small Business of the Year.

**2013**  
CLR® Stain Magnet and CLR® Mold & Mildew Stain Remover are introduced.

**Jelmar is a respected leader within the industry and has been in operation for more than 50 years**

As a leading manufacturer of cleaning products, Jelmar offers solutions for just about any cleaning problem you may face. With its flagship products, CLR® and Tarn-X®, Jelmar is a respected leader within the industry and has been in operation for more than 50 years.

The company's roots were planted in 1949 when Manny Guttermann established a national sales representative organization, Manny Guttermann & Associates, Inc. Focused on selling a variety of proprietary products, Manny saw a high level of success and was inspired to develop and sell his own brand-name products.

In the late 1960's, a friend in advertising asked if Manny could sell abandoned cleaning product from a bankrupt client. Along with his sons, Arthur and Steven, Manny ended up rebranding the product and selling it as Tarn-X®, which has since become the number one selling metal cleaner in the United States. During this time the company pioneered the term KEY OUTLET MARKETING which meant they tagged retailers at the end of their television commercials who carried their products, thus sending consumers to stores that were tagged.

As Jelmar continued to grow,

Manny passed the torch to Arthur and Steven, who focused on product development. In the 1980's, along with business partner Al Eicoff, the company developed a powerful lime and rust remover, known today as CLR®. CLR then became the launch pad for several other new and innovative products.

In addition to products that answer everyday household cleaning issues, Jelmar also created a Pro line for industrial use, making Jelmar the go-to solution for all cleaning problems, big and small. Aimed at everything from the kitchen to the bathroom to plumbing lines, metal surfaces and more, the

Pro line has a powerful formulation that takes a bit of the work out of cleaning. The company remains owned and managed by the Guttermann family and still tags its television commercials.

In 2007, Arthur's daughter Alison became the president and the third generation Guttermann to run the company. Since taking over the day-to-day operations of the company, Alison has increased Jelmar's investment in consumer research to gain insights into how consumers make decisions about products, and what innovative solutions can best meet their needs. Many of Jelmar's products have been reformu-

lated to include the EPA's Design for the Environment seal recognizing safer chemistry. Additionally, Jelmar was recently awarded the "Jeffrey Butland Family-Owned Small Business of the Year" by the U.S. Small Business Administration in 2012 and Alison was named "Business Owner of the Year" by the National Association of Women Business Owners in 2013.





# The Jelmar Family of Products



## The Tarn-X Family of Products

**Tarn-X®** - the original "wipe & rinse" tarnish remover specifically formulated for sterling silver, silver plate, platinum, copper, gold and diamonds.

**Tarn-X® Silver Polish** - the best polish for your finest silver and silver plate.

**Tarn-X® Jewelry Cleaner** - specially formulated to give your most precious jewelry a professional sparkle. Cleans gold, silver, platinum and precious stones.



## The CLR Family of Products

**CLR® Calcium, Lime and Rust Remover** - a powerful formula available for dissolving tough calcium and lime deposits and surface rust stains from your tubs, toilet bowls, sinks, glass, chrome, fiberglass and stainless steel.



## CLR® Bath & Kitchen Cleaner

- a multi-use cleaner for regular use in your bathroom and kitchen and cuts through tough calcium and lime deposits, soap scum and grime on tubs, sinks, ceramic tile, glass, plastic, and more.



**CLR® Stone Cleaner** - a spray cleaner specially formulated to clean and protect against spills, food and grime on a wide variety of hard surfaces including granite, marble, Corian® and tile.

**CLR® Stainless Steel Cleaner** - specially formulated to clean and shine all stainless steel appliances including refrigerators, dishwashers, ovens, stoves, countertops, barbecue grills and the exterior of many small stainless steel appliances.

**CLR® Metal Clear** - mild abrasive and versatile multi-purpose cleanser gently cleans your stainless steel, porcelain, chrome, aluminum, laminated counter tops, Corian®, granite and enamel.

**CLR® Stain Magnet** - an all-purpose and multi-surface stain remover comprised of an eco-friendly formula that removes tough stains and spots including nail polish, lipstick, paint, shoe polish, oil, red wine, ink, crayon and permanent markers.

**CLR® Mold & Mildew Stain Remover** - a safe and effective member of the CLR product family created to remove tough mold and mildew stains on multiple surfaces.





**CLR® Outdoor Furniture Cleaner** - cuts through outdoor dirt, grime, bird droppings, grease and food spills to clean your plastic, resin, rattan, wicker, wood, wrought iron, vinyl, PVC and canvas.

**CLR® BBQ Grill Cleaner** – cuts through baked-on food, grease and grime with a powerful foaming trigger spray.

**CLR® Grease Magnet** – a fast-acting powerful cleaner formulated to make short work of cleaning stubborn oil, grease and tar. Makes driveways and garage floors look almost new again.

**CLR® Power Plumber** – a pressurized gas drain opener that clears clogged or sluggish drains without the use of chemicals, acids or lye so it's safe for your pipes and septic system.

**CLR® Septic System Treatment** - a pour-and-go, environmentally friendly septic system treatment.

For industrial use, Jelmar offers a Pro line of its cleaning products to tackle large-scale cleaning issues. The Pro line of products includes:

**CLR® Pro Calcium, Lime and Rust Remover**

**CLR® Pro Bath Cleaner**

**CLR® Pro Kitchen Cleaner**

**CLR® Pro Metal Cleaner**

**CLR® Pro Grease Magnet**

**CLR® Pro Septic Treatment**

**CLR® Pro Commercial Drain Line & Grease Trap Treatment**

**Tarn-X® Pro Tarnish Remover**





# Jelmar prides itself on affiliating with organizations that help bring awareness to larger issues and give back.

## **Design for the Environment (DfE) Program**

– As one of the Environmental Protection Agency’s premier partnership programs, the DfE program helps companies formulate effective products with environmentally preferable chemistry by considering performance, human health and environmental risks along with the costs of existing and alternative products, processes and practices.

## **Women’s Business Enterprise National Council**

– Jelmar is certified as a women’s business enterprise by the Women’s Business Enterprise National Council (WBENC). The WBENC works to foster diversity in the world of commerce with programs

and policies designed to expand opportunities and eliminate market-place barriers for women-owned businesses.

**ENACTUS** - is an international non-profit organization that works with business leaders and higher education to mobilize university students to make a difference in their communities while developing the skills to become socially responsible business leaders.

As a family company committed to the community, Jelmar partners with organizations such as The Salvation Army, Greater Chicago Food Depository and the American Friends of the Hebrew University. Year after year, these

companies know they can count on Jelmar.

## **The Salvation Army**

– Any time a disaster has struck in years past; Jelmar has given product for flood cleanup and restoration projects. From Hurricane Katrina to the local Chicago area floods, Jelmar not only donates funds but supplies these organizations with cleaning product to give to consumers to clean and begin to rebuild.

## **Greater Chicago Food Depository**

– Since 2003, Jelmar has donated to this Chicago food bank. The Greater Chicago Food Depository distributes purchased and donated food throughout a network of 600 food pantries, soup kitchens

and shelters to almost a half-million adults and children every year.

## **American Friends of the Hebrew University**

– national, non-for-profit 501(c) 3 organizations headquartered in New York City, AFHU raises awareness of and support for The Hebrew University of Jerusalem, Israel’s research powerhouse and most comprehensive institution of higher learning. Through the philanthropic leadership of American Friends from coast to coast, AFHU helps the university to recruit and retain outstanding faculty, build teaching and research facilities, provide scholarships and fellowships, and advance basic and applied research in myriad vital fields.



DOING THE MOST GOOD™

