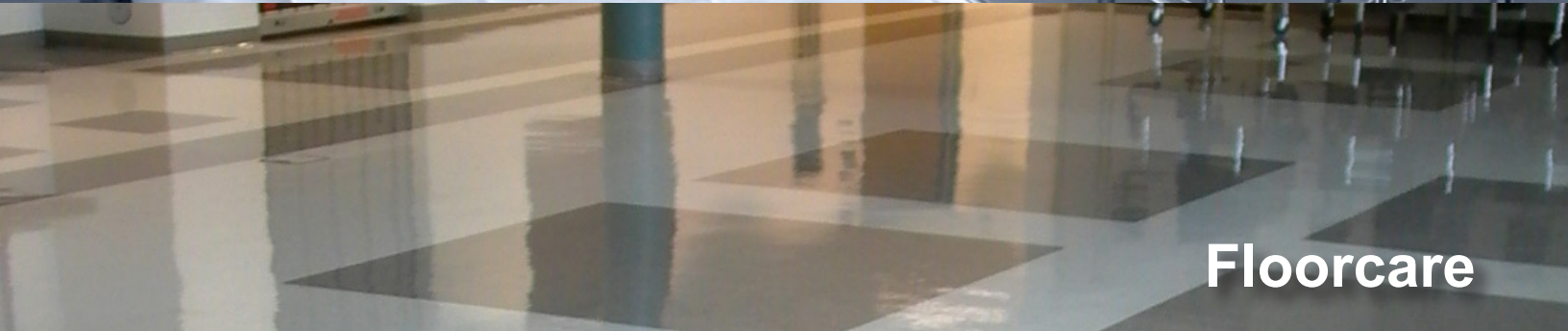




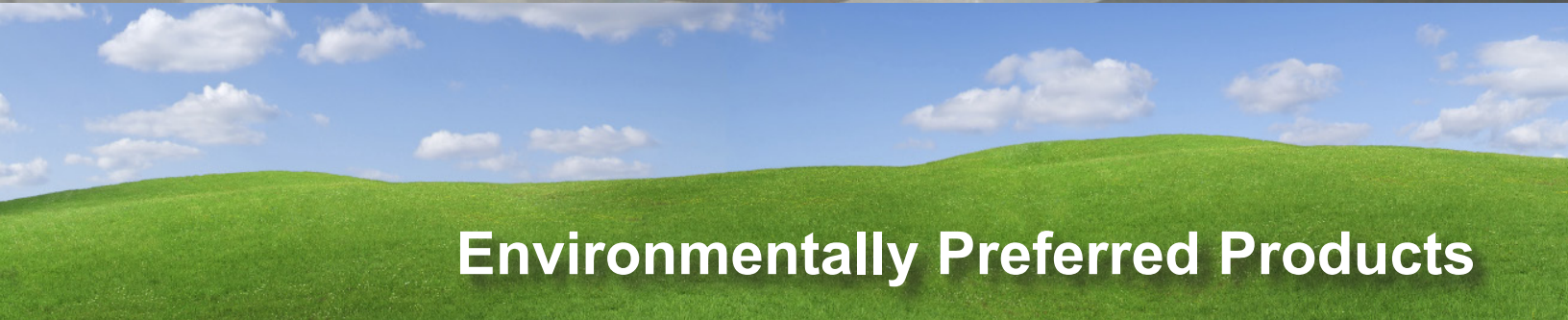
Craft Blenders of Specialty Cleaning Products



Odor & Pathogen Control



Floorcare



Environmentally Preferred Products



Custom Formulations

A History of Innovation

The Bullen Companies, located in Folcroft, PA, is a family-owned and operated business that has a rich history dating back to its founding in 1909. Initially established as a manufacturer of floor care products, Bullen has evolved over the decades to become a prominent player in the cleaning and maintenance industry. The company's commitment to innovation and quality has driven its growth and diversification.

In its early years, Bullen focused on producing high-quality floor wax and polishes, catering to both residential and commercial markets. As the demand for cleaning products grew, the company expanded its product line to include a wide range of janitorial supplies and cleaning chemicals. Bullen's dedication to research and development led to the creation of several industry-leading formulations, earning them a reputation for excellence and reliability.

Throughout its history, Bullen has remained dedicated to sustainability and environmental responsibility. The company has implemented eco-friendly practices and developed green cleaning products that meet rigorous environmental standards. This commitment to sustainability has positioned Bullen as a leader in the green cleaning movement.



Original Logo



Current logo

1909

1932

1965

1976

1980

1983

1984

1999

1983

Bullen registers first carpet sanitizer

In 1983 there were not any carpet cleaning products approved by EPA. After years of work with EPA, Bullen gained approval for the first Sanitizing Carpet Cleaner. Initial approval was for use as an extrication cleaner. Bullen was able to gain additional approval for use with bonnet cleaning, spotting and low moisture application.

Available under the Clausen & AIRX Brands.



1984

Richards H. Jarden elected President of ISSA



After serving in various positions at the ISSA (International Sanitary Supply Association) Richards "Dix" Jarden was elected president. This was a very volatile time for ISSA with many disputes about the frequency of the show (exhibitors wanted the show to run every other year) and who could attend. Dix Jarden and others were able to guide the organization through these difficult times.

1999

Bullen acquires Clausen Carpet Solutions



Bullen and Clausen go way back together in their history. Gordon Clausen and his company were the first to teach in-house staff how to properly clean carpets in their facilities versus hiring outside contractors.

Bullen has always developed and manufactured Clausen products. The Clausen line is known for its top quality, innovative product offering. Stay Clean is the industry standard for encapsulation technology.

2004

Jancast.com



In 2004 Bullen started the first podcast for the cleaning industry. In 2005 we won the ISSA Innovation Award for training and business services.

Since then we have recorded hundreds of show and generated thousands of downloads. Jancast is published every two weeks and can be subscribed to via a podcast app or Youtube. Podcasting to a cleaner world

2009

Bullen develops the e-clean line



The E-Clean line covers all of the critical building maintenance products to maintain a safe and clean environment.

Utilizing our carpet cleaning technology from the Clausen brand we were able to develop the 5th generation encapsulation carpet cleaner that meets and is certified by EPA Safer Choice. This innovative product can be used with all types of carpet cleaning.

1909



Bullen started

Joe Bullen and family started the company in 1909. This picture was taken in 1939, but you can see the original production facility from the original

building on the left side of the driveway. Bullen manufactured cleaning products for the commercial market. Mr. Bullen was also the mayor of Folcroft, Pa.

1932



Franklin Research started

Richard Jarden and others formed Franklin Research in 1932, introducing floor coating products for the new rubber based floors that were starting to replace wood.

Franklin was a direct sell manufacturer with over 600 sales people nationwide. Their products Rubber Gloss Wax and Rubber Gloss Floor Cleaner were leaders in the new emerging floor care market.

1965



RH Jarden buys Bullen for \$10

Richards "Dix" Jarden had been running Franklin for a quite a while and

when investors decide to sell to Purex, Dix left and purchased Bullen for \$10 (assumed a lot of debt). That was the start of Bullens growth and the start of introducing innovative cleaning and building maintenance products. Bullen expanded in the 1980's with a manufacturing facility in Chicago and distribution in California as well as internationally.

1976



Bullen patents first non butyl cleaner- AC8

In the early 1970's oil and its by-products were either very expensive or not available. The Bullen lab developed an alternative to Butyl Cellosolve (derived from crude oil). This innovation created a new category called "non butyl cleaners". Active-8 and other variations continue to be leaders in the industrial and institutional market.

1980



Airx brand created

Bullen identified a business need for a comprehensive line of odor and pathogen control products that would be sold through selected distribution. Unlike other brands Airx is a very complete line of solutions to three dimensional odor control, Airborne, Surface and Sub-Surface. Since the line was developed so long ago we were ready when the pandemic hit in 2020 with many of the products that were desperately needed by the end users.

2004

2009

2011

2014

2016

2019 - 2020

2024

What is our next innovation?

2011



Scott Jarden elected President of ISSA

Following in his fathers footsteps at ISSA, Scott work his way up as the first YES (young executive ???), then as district director, treasurer and president. Being president of the ISSA allowed the Bullen name to be recognized by the membership and has led to establishing a international network of cleaning industry professionals that look to Bullen for innovations.

2014



Airx brand introduces RX Refresh aerosol replacement system

Using state of the art spray systems imported from Europe, Airx developed the RX Refresh line of economical aerosol replacement products. The fragrance notes used can also be purchased utilizing or micro-cell technology, RX17 and RX19's

2016



Bullen develops Perfect-02, strongest RTU peroxide cleaner on market

In early 2015 a new product category of cleaners using hydrogen peroxide was being introduced. Most products still on the market have a very low level of HP. Bullen decided if we are going to offer a cleaner in the category it should be a industries best. Perfect-02 has more than double the HP level compared to other brands on the market.

2019 - 2020



Responding to the pandemic

The Airx brand, specializing in disinfectants, was strategically positioned for the 2019-2020 pandemic by emphasizing its advanced disinfection technology and health safety benefits. With heightened awareness of surface pathogen Airx had the products that were needed at the time. By rapidly scaling production and ensuring product availability, Airx met the surge in demand, solidifying its market presence during a critical time.

2024



Protecto-Shine brought to market, clean and polish

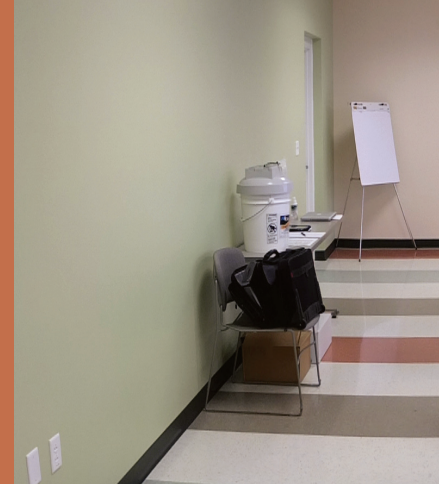
A new plant-based multi-surface cleaner and polish that is designed to provide a brilliant shine while being gentle on the environment. This innovative cleaner and polish is formulated with natural and biodegradable ingredients that are free from harsh chemicals, making it safe to use around children, pets, and food surfaces. It is specifically designed to clean stainless steel, sealed wood and other hard surfaces.



TRAINING AND EDUCATION

With well over fifty years background and experience in utilizing state of the art technology, Bullen is able to train your sales force as well as your customers in up to the minute methods remotely.

Conventional training programs take place at our state of the art training facility. This is a dedicated area, built and equipped specifically for hands-on and classroom education.



MARKETING & PACKAGE DESIGN

First we help you create your brand. Then we generate your literature to match your package design. Utilizing digital printing, we are able to produce small runs of full color sell sheets.

We don't just plug your name into an existing sheet like everyone else. We create a total marketing package, not just a product in the bottle.





WAREHOUSING & DISTRIBUTION

From our brand new production warehouse to our finished goods distribution center, Bullen can handle all your logistical needs. We stock products for our distributors that need east coast warehousing. With multiple facilities of storage from finished goods, raw materials and packaging, we can handle any size order.

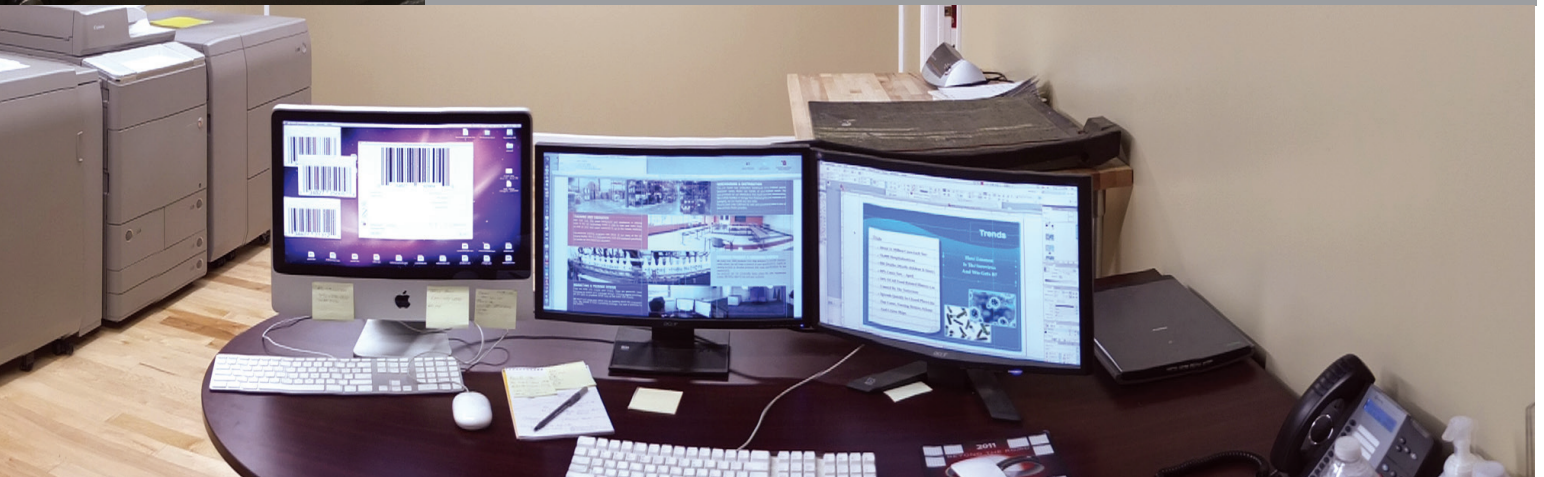
Pick and pack order fulfillment for web and conventional sales is one of many services Bullen provides.



EXTENSIVE PRODUCT & PACKAGING CHOICES

We make over 4000 products from dog shampoo to aircraft cleaners. Unlike others, we will make a product to your specifications, match an existing product or develop products that meet specifications for bid requirements.

Our products are not commodity items where the only requirement is price. We bring value to you and your customer.



The Bullen Brands

The Bullen Companies create, develop, support and stock our own brands as well as help you do the same with yours. Listed below are the Bullen brands and a short description for each. Bullen brand products are the best in class of their category. You can combine products for each brand to build weight for the best freight terms. For further information, please go to each brand's website.

Truekleen

Truekleen covers all aspects of building and grounds maintenance formulas. Truekleen has a product for all of your cleaning and sanitation needs. Truekleen is the Bullen house brand that can be combined with our other nationally known product lines for freight discounts. The Truekleen line includes cleaners, restroom care, food processing, general floor care, degreasers, hand soaps, buildings and grounds maintenance and transportation products.



Airx Laboratories

Airx Laboratories has been the choice of professionals for their solutions to total odor & pathogen control for over 30 years. No matter what type of foul odor you smell, we offer an AIRX solution to eliminate its root cause. We are the only line of odor & pathogen control products that offers solutions in 3 dimensions: Airborne, Surface and Sub-Surface. By operating in 3 dimensions, we are able to deal with any odor & pathogen situation. If your current odor control products are only working in the air, they are missing the source of many odors. The Airx line includes air care, disinfectants, bacteriological/bio enzymatic products and blood borne compliance centers.



Clausen Carpet Solutions

Clausen Carpet Solutions was founded by Gordon Clausen in the early 70's. Through training and a broad product offering, Clausen became one of the top carpet solution companies in the USA. Clausen Carpet cleaning products were the first to enable in-house maintenance of facilities. With the introduction of Stay Clean and its 4th generation encapsulation technology, it is the leader in low moisture carpet cleaning. The Clausen line includes specialty carpet care products, extractions cleaners, low moisture encapsulation cleaners, spotters and accessory tools & equipment.





One Up Floor Care Systems

Originally known as the Solar System, One Up was the first high speed floor care program offered to the commercial floor maintenance market. Developed in the early 70's when high speed floor care meant 500 rpm electric machines, the One Up line of products solved the problems created by the high temperature and abuse the new machines were subjecting the floor to, with the introduction of Megatron Floor Coating and Rehab Anti Slip Floor Cleaner. One Up now can give a true 3 year life cycle to your floors. The One Up line includes specialty resilient floor care and LVT/LVP specialty floor care products.

e-clean Products

The Bullen Companies has chosen to join with the EPA and Green Seal (their Safer Choice Program) for all of our e-clean products. The Safer Choice Program is a voluntary partnership program that works directly with industry to integrate health and environmental considerations into business decisions. With the Safer Choice program and Bullen's formulating expertise we have been able to make "green" products at non-"green" prices. Given the choice, most users would prefer to use e-clean products. The e-clean line includes all third-party certified products, cleaners, floor care and carpet care.



BYOB is Bullen's "Be Your Own Brand" program, which includes our Private Label program and our Custom Private Branding Program. You can purchase your own brand version of any of the thousands of products we currently manufacture. We offer small minimum order sizes and a wide variety of packaging to select from. If you want a

custom version of these brand products that is also easily accomplished. We literally make everything from dog shampoo to aircraft cleaners to super concentrates.

Your brand is more than just a logo on the top of a product package. It should be used for your letterhead, calling cards, truck decoration and much more. Some customers ask us to help them create their brand. We can do that in house and provide you with 20 plus options for a new corporate brand that will be your own to build. Our in-house art department can prepare a variety of photographic or full color format label designs. These can be modified to be used with your brand. If you have your own design we can format it to fit the packaging of your choice.

**We created six of our
own brands and 100's
for our customers.
Let us help you BYOB!**





**Craft Blenders of
Specialty Cleaning Products**

Core Values

Promote Safety

No bull... It's priority number one!

Delight the Customer

Their needs are our focus.

Maintain Integrity

Our word is our bond.

Execute Teamwork

The best solutions come from
working together.

Practice Good Karma

Pay it forward.



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