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616-340-5864

## De Ice Master Vs Rock Salt

### Availability:

Unlimited supply – No “pre buy” required

### Distribution:

Authorized to sell in a 12 county area:

Kent	Barry	Allegan
Oceana	Cass	Berrien
Ottawa	Muskegon	Kalamazoo
Van Buren	Mason	Newaygo

### Performance:

Begins working upon contact  
Use for de icing or anti icing  
Prevents bonding of ice/snow to surfaces  
Melts to -25 F - salt becomes ineffective at 14 F  
Residual effects – approximately 3-4 days

### Equip. Requirements:

Lower costs of entry into business  
Tanks vs Spreaders – less maintenance  
Reduces “Plow Time”  
Easier to calibrate equipment

### Environmental Impacts:

Less corrosive to applied areas/equipment  
Non hazardous material classification  
Less residue into buildings and on walkways

### Cost Effective:

75-125 gallons (estimated) = 1 Ton Salt  
Can apply De Ice Master before snow/ice storm  
Easier for plow removal  
“Snow Stacking” is minimized as melting continues