

SERIOUS ICE MELTING AHEAD



ROAD CREW™

Ice Melting Crystals

Jump Starts Ice Melting Action

Multi-Component Granules Make the Difference.

ROAD CREW'S crystals begin melting ice and snow instantly to create a brine that breaks the bond of ice.

Keeps Melting Down to -15°F.

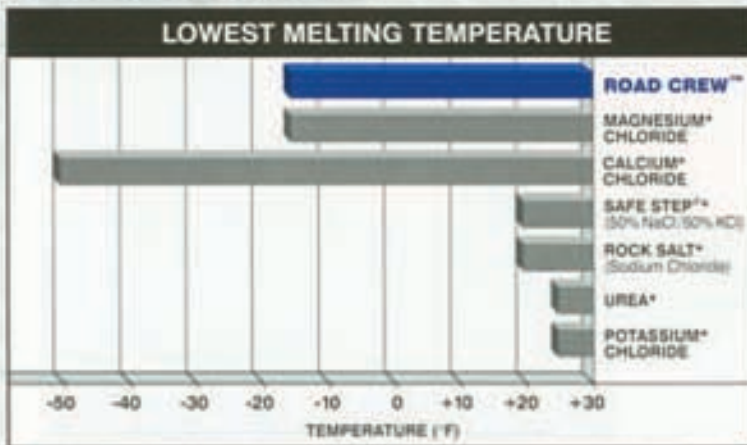
Most ice melters stop at 20-25°F above zero. ROAD CREW works effectively down to -15°F below zero. Potassium chloride,

sodium chloride, urea and any combination of the three are not reliable below +20° fahrenheit.



ROAD CREW™

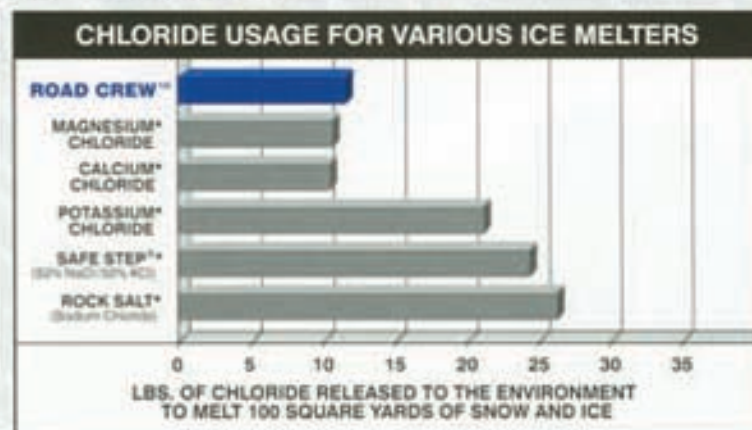
Ice Melting Crystals



Tough on Ice and Snow, Easy on Plants and Concrete.

Any deicer may be harmful to vegetation, but when used as directed, ROAD CREW will not damage trees, shrubs, flower beds, grass or concrete.

The lower the chloride content, the lower the risk. As the graph below shows, the application of ROAD CREW results in one of the lowest amounts of chloride accumulation among commercial deicers.



Convenient Packaging.

ROAD CREW is available in bags, pails and fiber drums from 8 lbs. to 100 lbs. to fit all your customers' needs.



Not all Deicers are Created Equal.

Performance is determined by:

- Melting Time
- Temperature
- Foot and Vehicle Traffic
- Shape and Composition of Deicer Particle



Compare performance when you compare price.

You'll see ROAD CREW delivers the most for the money.

	LOWEST WORKING TEMPERATURE	CHLORIDES USED (LBS. PER 100 SQ. YDS.)
ROAD CREW™	-15°F	11.2 lbs.
POTASSIUM* CHLORIDE	+25°F	21.0 lbs.
SAFE STEP™ (50% NaCl/50% KCl)	+20°F	23.6 lbs.
ROCK SALT* (Sodium Chloride)	+20°F	26.3 lbs.

*Source: Fulls information, Manufacturers' literature. Published information available through manufacturers' literature, trade associations and journals, independent laboratory testing, government reports.