

Place  
Stamp  
Here



It's only going  
to get worse  
before it gets  
better.

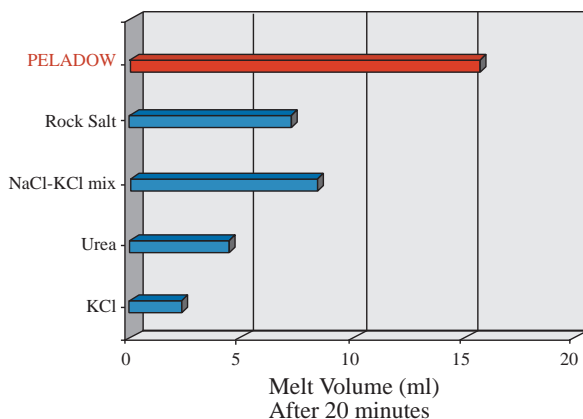


The good news:  
**PELADOW** makes snow  
 and ice removal quicker  
 and easier, no matter  
 what the rest of winter  
 throws your way.



**PELADOW\* calcium chloride pellets work faster than other deicers.** That's because PELADOW attracts moisture from its surroundings to quickly become a deicing brine. It also gives off heat as it dissolves to further speed its performance. As the chart below indicates, PELADOW calcium chloride pellets melt approximately 2X faster than the next best product under typical winter conditions.

**Speed of Melting at 20 °F**



**PELADOW is safe when used as directed.** All deicers (even fertilizers) can damage plants, but the risk is small when they are applied at recommended rates. Even so, Iowa State University research found that calcium chloride is easier on turf grass than other deicers. When it comes to concrete, remember that most deicers do not chemically attack concrete. Damage results from pressure created by freezing water trapped within poor quality concrete. Independent tests found that calcium chloride solutions pose about the same risk to good quality concrete as pure water.

**PELADOW properties help minimize tracking problems.** No deicer can claim it will not track indoors if applied near an entranceway. However, the fast action and low application rate of PELADOW (2-4 oz./sq. yd.) mean that there is less opportunity for tracking compared to slower acting products.

**Comparing Deicer Temperature Limits**

Material	Lowest Effective Temperature, Theoretical	Lowest Effective Temperature, Practical
Calcium chloride	-59 °F	-25 °F
Sodium chloride	-6 °F	+20 °F
NaCl-KCl mix <sup>†</sup>	-6 °F	+20 °F
Potassium chloride	+12 °F	+20-25 °F
Urea	+11 °F	+20-25 °F

<sup>†</sup> Blends of materials are practically effective to the lowest temperature of the best-performing material (e.g., sodium chloride).

**PELADOW works at lower temperatures.** Don't be fooled by "theoretical temperature limits." They are unrelated to the deicer's performance in actual use. Focus instead on the lowest practical temperature where significant melting action occurs. PELADOW remains effective down to -25 °F, while the others virtually stop working at +20 °F.

**The added advantage of pellets.** One more thing. Deicer shape is important. Pellets penetrate ice faster because they bore down rather than sideways. They have more deicing punch once they reach the pavement to undercut the ice and eliminate the slip hazard.



*With PELADOW calcium chloride pellets, you'll have steps, walks, and drives clear in plenty of time for workers and visitors...even on the coldest winter mornings...without getting up extra early to get the job done.*

Get ready for the worst this winter will bring. Call us today for a fresh supply of PELADOW calcium chloride pellets—the "all weather" deicer that's proven more effective, efficient, and hassle-free.



Available from

