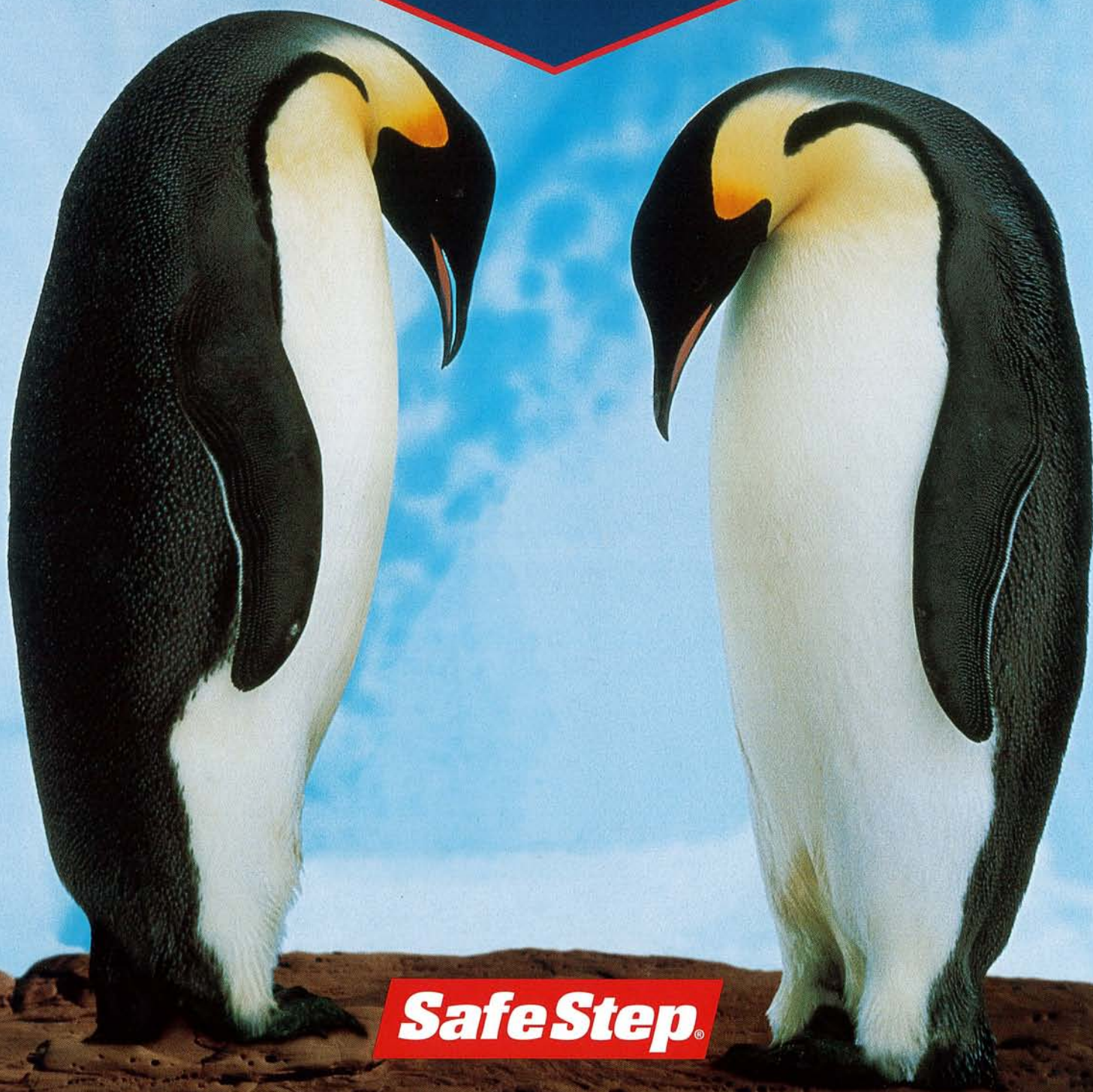


'WHAT HAPPENED TO THE ICE?'



SafeStep[®]

TOUGH ON ICE. GENTLE ON EVERYTHING ELSE.[™]

SafeStep®



**ONLY ONE ICE MELTER WORKS SO WELL, SO LONG
WITHOUT UNDESIRABLE SIDE EFFECTS.**

Extended Melt Action
Easy on Concrete
Easy on Carpets
Easy on Shoes, Leather
Easy on Vegetation
No Slick Oily Residue
Easy on You (Safe to Use)
Unlimited Shelf Life

Key Ingredients*
Primary
Secondary*

	Extended Melt Action	Easy on Concrete	Easy on Carpets	Easy on Shoes, Leather	Easy on Vegetation	No Slick Oily Residue	Easy on You (Safe to Use)	Unlimited Shelf Life	Key Ingredients*	Primary	Secondary*
Safe Step®	●	●	●	●	●	●	●	●	KCl	Urea, NaCl, MG 104®	
Peladow	●	●	●	●	●	●	●	●	CaCl ₂		
Saf-T-Salt	●	●	●	●	●	●	●	●	NaCl		
Sno-N-Ice	●	●	●	●	●	●	●	●	NaCl		
Dyn-O Melt	●	●	●	●	●	●	●	●	NaCl	MgCl ₂	
Triple Melt	●	●	●	●	●	●	●	●	NaCl	MgCl ₂	
Rock Salt	●	●	●	●	●	●	●	●	NaCl		
Calcium Chloride	●	●	●	●	●	●	●	●	CaCl ₂		

*Data from independent laboratory analyses.

● Safest/Most Effective ● Caution/Average ● Harmful/Least Effective

Safe Step is a registered trademark of North American Salt, Co.; Peladow is a trademark of The Dow Chemical Company; Saf-T-Salt is a registered trademark of Morton International, Inc.; Sno-N-Ice is a registered trademark of CP Industries; Dyn-O Melt is a registered trademark of Cargill Incorporated; Triple Melt is a registered trademark of Ossian, Inc.

SAFE STEP®: TOUGH ON ICE.

The Closer You Look, The More You See The Difference Safe Step Makes.

Rock Salt

Unsafe to grass
and vegetation
Melts down to
+5° to +10° F

Won't harm carpets or floors
Safe to handle; won't harm skin

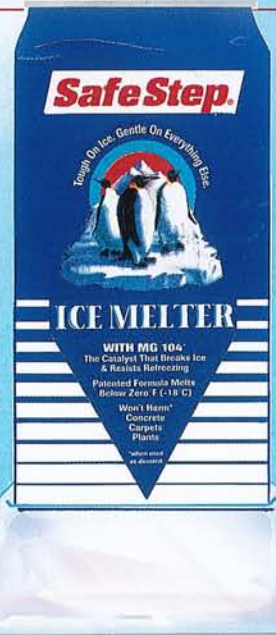
Calcium Chloride

Can be hazardous and
difficult to handle
Greater potential to damage
concrete
Leaves oily residue
Damaging to grass & vegetation
Can damage shoes & leather
Limited shelf life
Begins refreezing quickly

Melts effectively at extremely low
temperatures

Simple Blends

Often merely a rock salt
mix—at a higher price
Lowest effective melting
temperature limited by
primary ingredient
May have negative side
effects of Calcium
Chloride



Melts effectively down to -3° to -5° F
Works up to 2-1/2 times longer;
prevents refreezing
Patented, manufactured product
Unlimited shelf life
Safe to handle; won't harm skin
Non-toxic to children and pets
Won't harm carpets and floors
Won't damage shoes, leather
Won't harm grass & vegetation
WHMIS-exempt*

* Workplace Hazardous Materials Information System, in Canada

Other ice melters — calcium chloride, for example — simply can't deliver the long-term, multiple melting power you get with Safe Step.

Calcium chloride (CaCl₂) starts fast, fizzles out fast. Then melted ice refreezes — often on top of yet-unmelted ice!

So you have to apply again.

It's a constant cycle:

- Apply—melt—refreeze.
- Reapply—melt—refreeze.
- Reapply—melt—refreeze.

They say you can use less. But it all adds up to far more!

Apply Safe Step once—the job's done.

Meanwhile, Safe Step keeps working — up to 2-1/2 times longer!

So instead of applying calcium chloride, for example at 7:00 a.m. and again at 9:00 a.m. and again at 11 :00 a.m....

Apply Safe Step once. You save time, labor and money.



No need for special protective clothing when you use Safe Step.

Calcium Chloride and Calcium Chloride blends can be hazardous and difficult to handle!

Check the manufacturer's Material Safety Data Sheet (MSDS) for safety precautions

including the wearing of masks, gloves and goggles.

With Safe Step, there is no need for any special precautions. Remember always check the label or the MSDS for any of these products.

GENTLE ON EVERYTHING ELSE.™

No other ice melter is as friendly as Safe Step...to grass, trees, concrete & more.

Some ice melters say they won't harm vegetation when "used as recommended." — But "recommendations" often say "avoid contact with vegetation."

For good reason.

Calcium chloride is "hygroscopic"; it will absorb moisture. In effect, it "sucks up" water—and can burn or seriously damage vegetation.

You've seen once-green vegetation near CaCl_2 -treated areas. It's not a pretty sight.

Rock salt, of course, has long been known for "brown" grass. So it's no surprise that sodium chloride (salt) based products pose problems.

Thaw-and-refreeze cycles: the worst enemy of concrete.

And any ice melter that refreezes quickly, can be a problem on concrete.

What's more, studies have shown that concentrated calcium chloride and ammonium sulphate chemically attack concrete. Products containing these ingredients should be avoided.

Healthy grass with healthy roots... non-hygroscopic Safe Step keeps it that way.



Safe Step not only provides long-term melting without refreezing, it requires no special precautions.

Safe Step is non-hygroscopic—it won't absorb moisture. It's formulated to be gentle to plants. So, when used as directed, Safe Step..

- Won't harm pets, grass, trees, shrubs or other vegetation.
 - Won't damage properly air-entrained concrete drives, walks and lots.
- Period.

Underfoot...the best 'track record' belongs to Safe Step, too.

Oily calcium chloride residue...

What you can't see can hurt you.

The oily residue left behind is:

- Slick, slippery.
- A liability risk.
- May not even be noticed until it's too late.



Unlike most other ice melters, Safe Step won't attack shoes.

What's more, that oily residue...

- Can stain carpeting and floors.
- Can damage leather.
- Is difficult to clean up.

...vs. Safe Step.

Safe Step is water soluble for easy cleanup. Any residue left from Safe Step...

- Won't damage carpets or floors.
- Won't attack shoes or leather.
- Sweeps, vacuums or washes up easily, quickly.

Storage: calcium chloride or rock salt "sculptures" vs. Safe Step's off-the-shelf spreadability.

Ice sculptures can be beautiful.

But not sculptures made out of clumped-up ice melters!

Yet that's what can happen. Because calcium chloride attracts moisture and can turn rock-hard inside the container!



Blends of sodium chloride with calcium chloride present the same problem.

Ice melter containing CaCl_2 can "clump" in storage.

Non-hygroscopic Safe Step does not attract moisture.

It can sit out an ice-free winter and a warm, humid summer—then pour as easily as if it just came from the factory.

SafeStep

PATENTED MELTING POWER—BEYOND SINGLE INGREDIENTS OR SIMPLE BLENDS

Our Exclusive Process And Patented Formulation Delivers A Superior Melting Granule.



Simple blends are formulated for manufacturer profits—not for maximum melting performance. They simply throw a little of this and a little of that into each ice melter bag ...a colorful but not necessarily effective way to melt ice.

- It's almost impossible to get a uniform mix of ingredients when they're spread on ice.
- Different ingredients that work best together may not *be* together...and they lose their effectiveness.
- Small granules often fail to penetrate and melt through ice.
- Large granules don't melt efficiently and can leave a gritty, messy residue.

Result: Hit-or-miss deicing. Less effective. Less efficient.



Only Safe Step delivers active ice-melting ingredients through an exclusive process...powered by granules coated with the catalytic agent MG 104®.

- Unlike others, Safe Step granules are manufactured, using an exclusive process. This combination ensures the power of multiple ingredients to provide long-lasting, "true synergistic action."
- The specially enhanced methyl glucoside formulation, MG 104® triggers the melting process.
- Precisely sized granules result in uniform melting and complete melt-through without waste.

Result: More efficient, full-strength, full-surface melting.

PREVENTS REFREEZING

It All Comes Together With 'True' Synergistic Action To Melt Ice Longer.

Other ice melters

SafeStep



Measured under identical conditions.

MG 104®: patented ice-breaker triggers powerful synergistic action.

When Safe Step hits the ice...

- The synergy generated by granules coated with MG 104® delivers *long-term* melting power beyond the ability of each ingredient individually.

Other ice melters

SafeStep



Safe Step keeps working long after others refreeze—up to 2-1/2 times longer than Calcium Chloride!

Multiple ingredients multiply melting power, hour after hour.

What's more, as Safe Step melts through ice, it forms a unique brine—breaking the bond between ice and the sidewalk or other surface...

- To further speed the melting and removal process.
- And prevent refreezing like no single-ingredient product can!

THE BOTTOM LINE:

MG 104®—The Secret To Long-Term Melting Without Refreezing.

READY TO WORK FOR YOU: ONLY ONE ICE MELTER DELIVERS ALL THIS.

Ice-free walks, drives and lots—without negative side effects. That's what you want in your ice melter. And only Safe Step with MG 104® does it all. Used as directed, it...

- Provides patented power for full-strength, full surface melting—effective down to -3° F. to -5° F.
- Prevents refreezing with its unique solution.
- Keeps working long after others stop.
- Won't harm pets, grass or other vegetation.
- Won't attack leather, damage carpets, floors, concrete and other surfaces.
- Requires no special handling and no special storage.



Recognized, high-impact packaging.

Contemporary Safe Step packaging features...

- Brand name emphasis — to build on its premium brand image recognition.
- Eye-catching Safe Step penguin artwork: research shows consumers recognize and associate them with Safe Step.
- Major selling points — highlighted on the package, easy for customers to see and understand.

Safe Step is available in bags, boxes, pails and jugs, and in sizes ranging from 10 lbs. to 100 lbs. Plus a one-ton tote, for commercial applications. All available through a nationwide network of warehouses.

Contact us for more details now.

Call Toll Free

877-462-7258

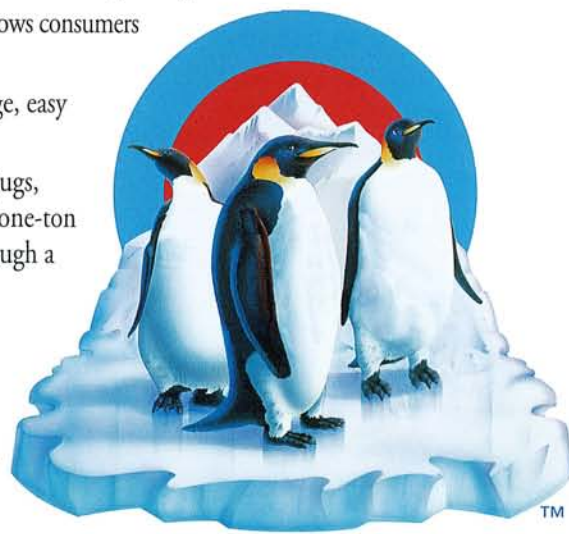
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