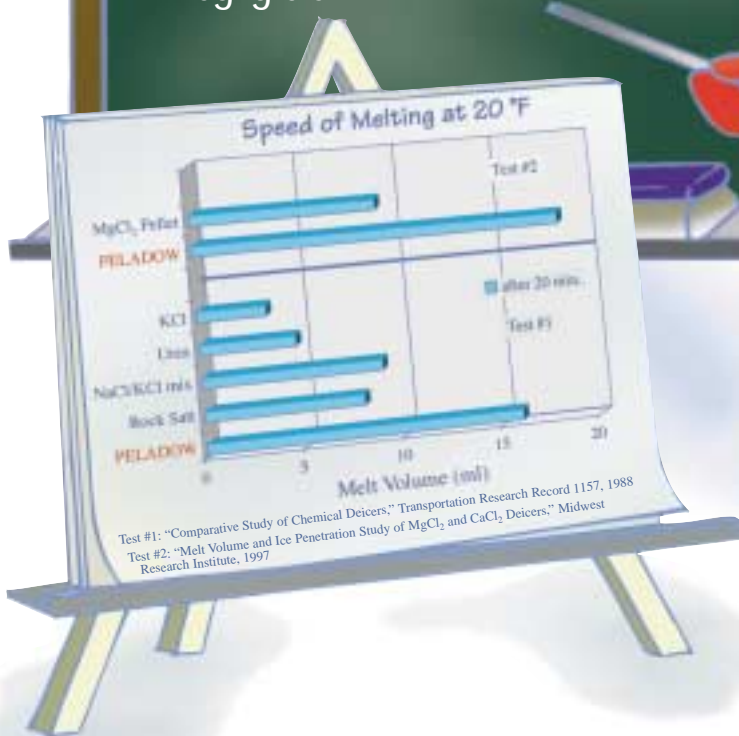


A Short Course on Ice Melters

- PELADOW* calcium chloride pellets work faster at all temperatures...proven in tests published by the Transportation Research Board.¹
- PELADOW is safe around vegetation when used as directed... calcium is a necessary plant nutrient. It makes sense that Iowa State University found calcium chloride to be easier on turf grass than other deicers.²
- PELADOW properties work to minimize tracking problems... fast action and low application rates translate to less opportunity for tracking.
- PELADOW does not chemically attack concrete...the American Concrete Institute classified the rate of chemical attack as "negligible".³



Peladown[®]
CALCIUM CHLORIDE PELLETS
PREMIER SNOW AND ICE MELTER

In summary, PELADOW calcium chloride pellets help you get walks and drives clear and safe faster than other ice melters. And that's all there is to know to earn your PhD in deicers. But, if you want to learn more, call us at 1-800-447-4369 or visit our web site at www.peladown.com.



*Trademark of The Dow Chemical Company
¹Transportation Research Record 1157, 1988
²Iowa Turfgrass Research Report, July 1996
³"A Guide to Durable Concrete," ACI, 1991

Chemical Deicers Quick Comparison Chart

Product	Description	Relative Deicing Speed	Lowest Practical Temperature	Effect on Concrete	Effect on Vegetation	Residue	Manufacturer's Recommended Application Rate	Melt Volume @ 20 °F for 20 minutes	Ice Penetration @ 20 °F for 20 minutes
PELADOW Calcium Chloride Pellets	100% calcium chloride pellets	Fastest-acting deicer at all temperatures	-25 °F (-32 °C)	Does not chemically attack concrete	Used as recommended, will not harm vegetation	Leaves no powdery residue	2 to 4 oz/yd ² (68 to 136 g/m ²)	15.7 ml	8.9 mm
Rock Salt	Sodium chloride crystals	Slower than calcium chloride, faster than potassium chloride	+20 °F (-7 °C)	Does not chemically attack concrete	Used as recommended, will not harm vegetation	Leaves a white powdery residue	8 oz/yd ² (272 g/m ²)	7.8 ml	4.8 mm
NaCl/KCl Mix	A 50/50 blend of rock salt and potassium chloride	Similar to or somewhat less effective than rock salt	+20 °F/+25 °F -7 °C /-4 °C	Does not chemically attack concrete	Used as recommended, will not harm vegetation	Leaves a white powdery residue	8 oz/yd ² (272 g/m ²)	8.8 ml	4.8 mm
Potassium Chloride	Irregular shaped, off-white crystals	Least effective of all deicers	+25 °F (-4 °C)	Does not chemically attack concrete	Used as recommended, will not harm vegetation	Leaves a white powdery residue	8 oz/yd ² (272 g/m ²)	3.2 ml	2.6 mm
Magnesium Chloride Pellets	Pellets consisting of approximately 50% water	PELADOW melts ice about twice as fast as MgCl ₂	0 °F (-18 °C)	Chemically attacks concrete slowly	Used as recommended, will not harm vegetation	Leaves no powdery residue	None given	9.2 ml	6.7 mm

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