



WHAT'S

THE HOTTEST

DEICER ON

THE MARKET?

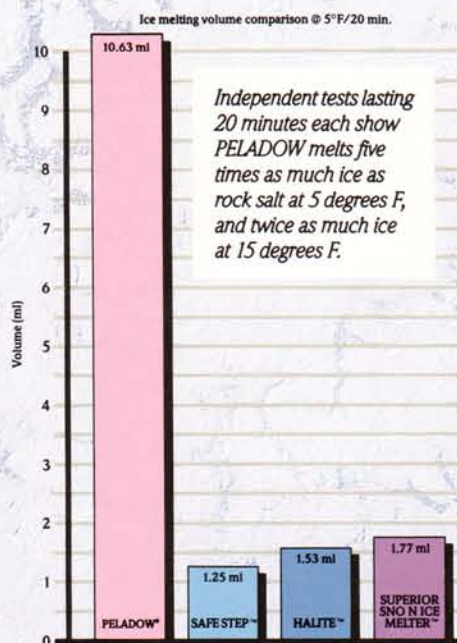
PELADOW



GET THE PICTURE?

Safety First, Safety Fast.

PELADOW* pellets are the hottest thing on ice. The fastest deicer known to man — ideal for the quick, safe, effective removal of snow and ice from steps, sidewalks and parking lots. In fact, more businesses and institutions prefer PELADOW Calcium Chloride pellets to any other deicer on the market.



PELADOW Works Better.

What makes PELADOW special?

All deicers must turn into brine solutions in order to work. That requires moisture — and most deicers depend on mother nature to provide it. Of course, moisture isn't plentiful in frigid temperatures, which renders conventional deicers ineffective when you need them most. Fortunately, calcium chloride *generates*

its own moisture, attracting water from the atmosphere or nearby surroundings — producing an ice melting brine faster than rock salt, potassium chloride or urea.

PELADOW Works Hotter.

What's more, PELADOW Calcium Chloride is the only commonly used deicer which is exothermic in its melting reaction. Unlike deicers which *absorb*



heat, PELADOW *gives off* heat, which speeds the melting process and keeps it working after temperatures fall below 0°F.

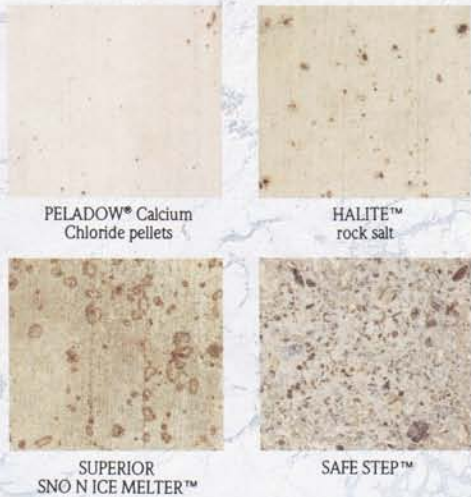
So when other deicers chill out, PELADOW warms to the occasion, effectively melting ice all the way down to -25°F. In fact, under ideal conditions, PELADOW pellets will melt ice and snow in temperatures as cold as -60°F. No other deicer can perform like that.

Concrete Proof PELADOW Is Safer.

While PELADOW is tough on ice,
it's easy on grass, plants and concrete
when properly applied. Furthermore,
PELADOW pellets leave no messy, white
residue behind.



PELADOW leaves no white powdery residue to track onto carpets and floors — unlike other deicers.



After 500 freeze/thaw cycles, concrete tests show PELADOW contributes least to concrete scaling.

Research indicates that scaling
damage is usually the result of pressure
generated by freezing water — water
trapped within concrete. While deicers

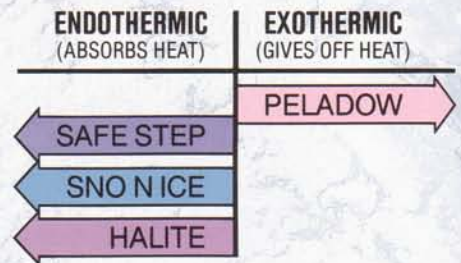
don't cause this freezing phenomenon,
they *can* increase the number of freeze/
thaw cycles that lead to concrete scaling.
However, independent testing of ten
commonly used deicers has shown
PELADOW to be the *least harmful*,
even after 500 freeze/thaw cycles.

Not Ordering PELADOW Could Be A Costly Slip-up.

With all this, it shouldn't surprise you to
learn that the world's fastest acting deicer

is the world's fastest *selling* one, too.
That's because schools, hospitals, gov-
ernment facilities, businesses and other
institutions rely on PELADOW to help
them quickly clear steps, sidewalks and
parking lots.

They demand PELADOW Calcium
Chloride because it's fast and effective.



While conventional deicers absorb heat, PELADOW generates it, helping to speed the melting process.

So this winter, don't be left out in
the cold. Insist on the product that con-
tains 100% PELADOW Calcium Chloride
pellets and carries the PELADOW Calcium
Chloride logo.



Peladown
Calcium Chloride