

# SnowSlicer™

Bulk Pre-Wet Enhanced Deicer

**SnowSlicer™** is a pre-wet ice melting product that contains a blend of naturally occurring crystal and liquid ice melt products plus a unique, purple coloring that makes it highly visible. The combination of a high-performance liquid deicer and a blend of fine and coarse crystal ice melters using Central Salt's "pre-wetting" technology results in a unique product that melts faster, lasts longer and performs better.



## Why is SnowSlicer more Cost Effective?

- Fast-acting and effective in lower temperatures
- Pre-wet deicer means less material (up to 50%) and fewer applications are needed
- Flows freely even in sub-freezing conditions
- Vivid purple color is easy to see and will not track or stain
- Maintains a residual melting effect after storm event

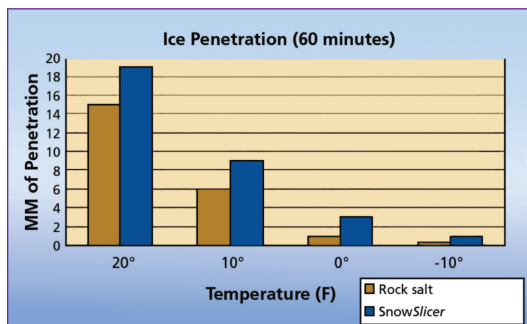


*"It has given us the ability to use less material but receive the same results. Not only has it saved us money in material costs, it is less damaging to our equipment and doesn't cake as much as other salt products."*

— Tim Washburn  
Purchasing Manager  
Acres Group, Illinois

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## Performance

SnowSlicer's melting capacity rivals that of calcium chloride and magnesium chloride, at a much lower cost. All deicers must liquefy in order to chemically perform. Through the pre-wetting technology, SnowSlicer performs to expectations almost immediately. When applied to a snow-covered surface, SnowSlicer quickly begins to dissolve and penetrate packed snow and ice. The bond between the ice and pavement is then broken, which allows loosened ice and snow to be easily removed.

Features	Benefits
30% to 50% material reduction over rock salt	Cost Savings: Materials applied. Equipment & manpower utilization. Transportation costs. Less risk of environmental impact due to less product being used.
Works at low temperatures	Effectively melts ice and snow at temperatures as low as -20 degrees F.
Starts melting on contact	Does not need traffic, sunlight or higher pavement temperatures to start melting snow and ice. Unlike most dry blends that have less than 10% calcium or magnesium chloride, every salt crystal is coated and accelerates the melting process.
Resists freezing or clumping in stockpile and in spreaders	Saves time and materials. Product remains free flowing.
Non-staining, odorless purple color	More visible on snow covered roads. Crews can track where product is placed minimizing overlap and reassures drivers and owners that treatment has occurred. No foul odor or color tracked into building.
Pre-wetted material	Better utilization of material by reduced bounce and scatter.
Residual Effect	Extended melting action.

## From Central Salt—Where Service is Central

SnowSlicer is produced exclusively by Central Salt, a leader in liquid, dry and dry blend ice melting technologies used throughout the winter maintenance industry. We are at your service 24/7, ready to provide the highest level of service at the most affordable cost.



PRODUCED AND MARKETED BY



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