

# EC GROW

## ICE MELT



**Ice Melt Information  
And Training Manual**



# EC GROW ICE MELT

# PRODUCTS

									
Calcium Chloride	X	X	X	X	X	X		X	
Magnesium Chloride	X	X	X		X	X			X
Sodium Chloride	X	X	X	X	X	X	X	X	
Contains AMC Liquid Enhancer	X		X		X	X	X		
Contains STRIKE Liquid Enhancer		X		X				X	
Melts Down to	-20°F	-18°F	-15°F	-12°F	-10°F	-10°F	-5°F	-5°F	-15°F
Melting Speed	FASTEST	FASTEST	FASTER	FASTER	FAST	FAST	FAST	FAST	FASTER
Environmentally Friendly	BEST	BETTER	BEST	BETTER	GOOD	BETTER	GOOD	GOOD	BEST
Dyed for Application Control	BLUE	GREEN	BLUE	PURPLE	GREEN	BLUE	GREEN	BLUE	
Rust Inhibitor	X	X	X		X	X			X
Safe on Concrete*	X	X	X	X	X	X	X	X	X
Safe on Treated Wood*	X	X	X	X	X	X	X	X	X
No Tracking	BEST	BEST	BEST	BEST	BETTER	BETTER	BETTER	BETTER	GOOD

\*When used as directed

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# What is Blended Ice Melt?

A blended ice-melting product is a composition of numerous de-icing granules which work in conjunction with one another to provide optimum melting performance. Blended product typically contains two or more of the following chlorides or granular products:

- Sodium Chloride (rock salt)**
- Calcium Chloride**
- Magnesium Chloride**
- Potassium Chloride**
- Urea (Nitrogen)**
- Limestone (for traction)**
- CMA (Calcium Magnesium Acetate)**
- Liquid enhancement products**
- Liquid dyes**

The percentage of each ingredient utilized in any given blend will dictate the quality, consistency, and appearance of the de-icing product. Each ingredient listed brings with it a set of positive and negative characteristics in regard to performance, price, and de-icing effects.

The ingredients most often utilized in formulating a blend are the four chlorides: sodium, calcium, magnesium, and potassium. The basis for the majority of blends on the market is sodium chloride as it carries a low cost and is readily available. It also performs down to relatively cold

temperatures and can be activated by tire friction and even heavy foot traffic. Sodium and potassium chloride both work by absorbing heat; they do not generate heat by themselves. The blend's low-temperature melting and speedy activation is normally attributed to the calcium and magnesium chloride in the blend. Both chlorides react faster and to lower temperatures than sodium or potassium as they benefit from hygroscopic characteristics (draw in moisture from the surrounding air to create heat). The higher the percentage of calcium and magnesium in a blend, the faster the product will work. It also means that the blend will work to lower temperatures. With the increased performance comes a higher price tag; calcium and magnesium chloride are expensive raw materials, so the higher the percentage of calcium and magnesium, the higher the product cost.



# What's In Your Blend?

The concept of a blended ice-melting product is pretty simple; unfortunately, knowing what you are buying is often times much more confusing. The ice melt industry is not regulated, therefore; you will not find a guaranteed analysis on the bag, on a SDS sheet, or a product specification sheet. Additionally, any claim as to melt to temperature, melting speed, and product performance can be made even if the blend's performance does not warrant it. This makes deciphering the differences between blends very difficult. It is important to ask your sales representative the right questions to gain the proper knowledge of your de-icing blend. If you don't, you may end up overpaying for a product or purchasing a product you did not intend to.

First and foremost, a buyer of de-icing blends needs to determine the characteristics most important for their needs. In most instances, the objective is to identify a product that will create a clear, safe, and non-hazardous environment free of snow and ice. Product efficacy and melting speed are always at or near the top of the list. Beyond that, typical requests are for an environmentally

friendly product that is safe to concrete, metal and safe for pets and humans. There is not a blend in existence that can satisfy all of these needs; in fact, all products have the potential to harm vegetation, concrete, pets, humans, and metals when they are not used properly. This is why we see such an array of differing blends, deceptive marketing, and unethical sales techniques in the blended ice melt business.

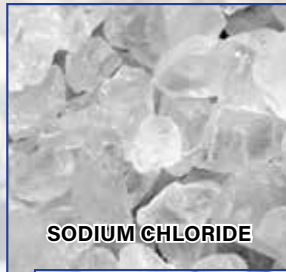
A breakdown of the common ingredients in an ice melt blend can be found on the next page. Reference the information to educate yourself on the raw materials and know which products benefit your ice-melting goals. It will help you determine if the specific blend you are buying is exactly what you want. It is important to know what is in the bag; if the formulation is "proprietary," it may be best to work with a supplier willing to share some information in regards to what you are buying.



# The Four Main Melting Granules

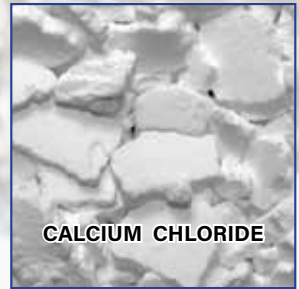
## SODIUM CHLORIDE (NaCl)

- Melts to 12° F
- Comes in a variety of shapes, but for the purpose of de-icing, a medium crystal shape is ideal
- The most commonly used de-icing granule both in blended products and as a straight product
- Commonly referred to as "rock salt"
- The base product for the majority of blended products on the market



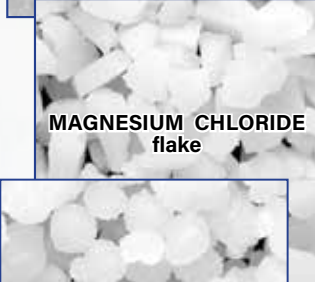
## CALCIUM CHLORIDE (CaCl)

- Melts to -25° F
- The fastest acting ice melt available
- High-cost raw material, similar to magnesium chloride
- Comes in a white flake shape or a round pellet
- In regard to performance, calcium chloride adds the most benefit to the speed and melt to capabilities of a blend



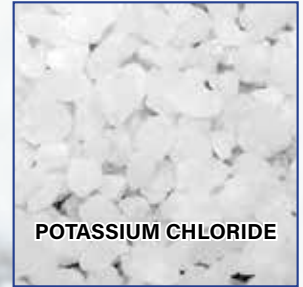
## MAGNESIUM CHLORIDE (MgCl)

- Melts to -13° F
- High-cost raw material, similar to calcium chloride
- Comes in a thick flake shape or a round pellet
- A secondary plant nutrient and is used as a fertilizer. Is considered an environmentally friendly option\*
- The least corrosive of all the chlorides



## POTASSIUM CHLORIDE (KCl or potash)

- Melts to 20° F
- Premium cost raw material
- Comes in a variety of shapes, but for the purpose of de-icing, a medium crystal shape is ideal
- A secondary plant nutrient and is used as a fertilizer. Is considered an environmentally friendly option\*



*\*when the product is applied correctly*

## Other Commonly Blended Raw Materials:

### CMA

- Melts to 25° F
- Premium cost raw material
- Comes in a white pellet form
- Very slow activation and melting capacity unless blended with high-powered granular chlorides (Magnesium or Calcium)
- Beneficial in reducing corrosion when blended with granular chlorides

### UREA

- Melts to 25° F
- Premium cost raw material
- A non-corrosive raw material that does not contain chloride
- Best used as an anti-icer, applied pre-storm to inhibit bond between snow/ice and surface
- Very slow in regards to activation and very limited melting capabilities

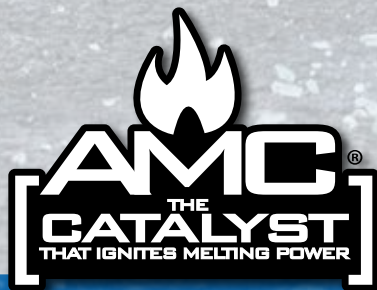
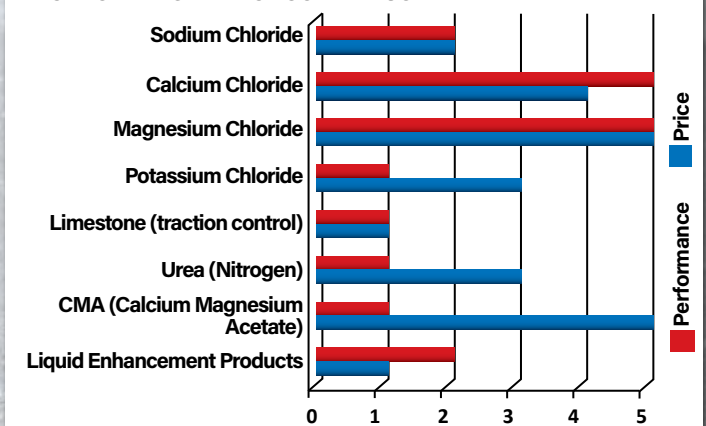
### LIMESTONE

- Does not melt ice and snow, is used for traction control
- Low-cost raw material
- Does not contain chloride
- Will eventually break down over time, but can take months, and numerous snow and ice events

### LIQUID ENHANCEMENT PRODUCTS

- Only utilized in low doses to ensure a dry, spreadable ice-melting product
- Low-cost raw material
- Typically sprayed on during the blending process with a colored dye
- Will enhance the speed of the product

## PRICE TO PERFORMANCE COMPARISON



AMC and STRIKE are two innovative liquid products added to our ice-melting blends designed to improve performance and extend shelf life.

By encapsulating each individual granule, AMC and STRIKE provide each of our ice-melting products the boost it needs to react quickly and create a liquid brine, which is essential for fast melting action at low temperatures.

In addition to increasing the melting speed by up to 20%, these specially formulated liquid additives also help to reduce dust and aid in providing a consistent, free-flowing product.

EC Grow is committed to providing quality products that outperform the competition. AMC and STRIKE, in combination with our high-quality raw materials, ensure excellent performance and ease of use.



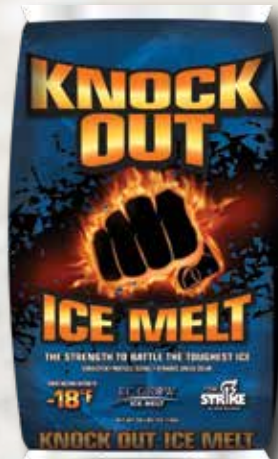


## POWER THAW® Melts to -20°F

If you can't settle for anything but the best, look no further than POWER THAW with AMC. POWER THAW is a powerful ice melter specifically formulated for high-performance melting in the industrial and commercial markets.

- *The most powerful blended ice melt in the industrial market*
- *Works when temperatures drop to extreme lows, melts to -20°F*
- *Dyed blue for easy application, high visibility, and proper placement*

ITEM NUMBER	PACKAGE SIZE	PALLET WEIGHT	UNITS PER PALLET	UPC CODE
955-0050	50# Bag	2,550 Lbs.	49 Bags	24378 70050



## KNOCK OUT® Melts to -18°F

When battling the toughest ice, KNOCK OUT delivers the final punch needed to bore through stubborn areas and continues to work when other deicers throw in the towel.

- *Dynamic green color to show the treated area*
- *Fast acting*
- *Easy to spread*

ITEM NUMBER	PACKAGE SIZE	PALLET WEIGHT	UNITS PER PALLET	UPC CODE
960-0050	50# Bag	2,550 Lbs.	49 Bags	24378 97200



## PATHMAKER ICEMELT® Melts to -15°F

As the mercury drops, ensuring a safe path in high foot traffic areas require a deicing product that works quickly and provides consistent results. PATHMAKER ICEMELT is blended to produce a quick brine and continues to deliver professional results when other products cease to work.

- *A 4-ingredient blend that delivers safety, fast melting action, and long-lasting effects. Get great results and apply less product*
- *Dyed blue for ease in application*
- *Your All-In-One ice melt product!*

ITEM NUMBER	PACKAGE SIZE	PALLET WEIGHT	UNITS PER PALLET	UPC CODE
945-0050	50# Bag	2,550 Lbs.	49 Bags	24378 97108



## LASER® Melts to -12°F

Light up driveways and walkways with the full power of LASER commercial strength ice melt. When applied, this blend of high-performance deicing products cuts through snow and ice, producing a quick brine amplified by our STRIKE enhancer.

- *Bold purple color to show the treated area*
- *Long lasting - Resists refreeze*
- *Low-dust formula*

ITEM NUMBER	PACKAGE SIZE	PALLET WEIGHT	UNITS PER PALLET	UPC CODE
985-0050	50# Bag	2,550 Lbs.	49 Bags	24378 97201



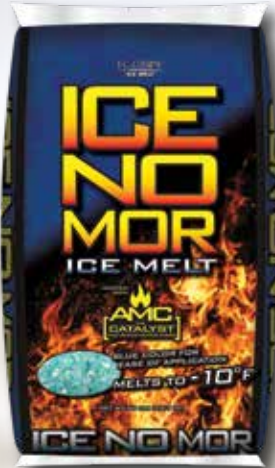


## THAW MASTER® Melts to -10°F

Need an exceptional ice melter without the high price tag? THAW MASTER offers a fast, sustaining melting action without the premium price. THAW MASTER utilizes calcium chloride, magnesium chloride, and AMC to quickly form an ice-melting brine.

- *The toughest industrial ice melter in its class!*
- *A highly effective blend that delivers performance and affordability*
- *Dyed green for easy application*

ITEM NUMBER	PACKAGE SIZE	PALLET WEIGHT	UNITS PER PALLET	UPC CODE
980-0050	50# Bag	2,550 Lbs.	49 Bags	24378 80050



## ICE NO MOR® Retail Appeal

There is always a need for an all-in-one ice melter, and ICE NO MOR is just that blend. ICE NO MOR is tough on ice but gentle to your surroundings. It will eliminate the worst ice and snow quickly and to temperatures as low as -10° F.

- *Packaging specifically developed for appeal in the retail market*
- *Unique and recognizable while remaining extremely cost-effective*
- *Dyed blue for easy application, high visibility, and proper placement*

ITEM NUMBER	PACKAGE SIZE	PALLET WEIGHT	UNITS PER PALLET	UPC CODE
800-0012	12# Jug (4/case)	1,500 Lbs.	120 Jugs (30 cases)	24378 50030
800-0020	20# Bag	2,500 Lbs.	120 Bags	24378 50050
800-0040	40# Pail	2,600 Lbs.	60 Pails	24378 50150
800-0050	50# bag	2,550 Lbs.	49 Bags	24378 50070

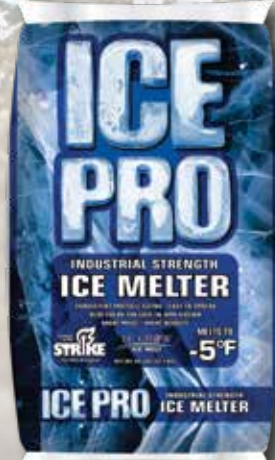


## SNOW CONTROL Melts to -5°F

Looking for an affordable alternative to rock salt? SNOW CONTROL maximizes your budget by offering an extended residual melting effect, which, coupled with an economical price, equals incredible value.

- *Provides safe, fast, effective, and economical melting*
- *Effective to -5°F while maintaining swift melting action*
- *Dyed green for precise placement and to avoid over-application*

ITEM NUMBER	PACKAGE SIZE	PALLET WEIGHT	UNITS PER PALLET	UPC CODE
880-0050	50# Bag	2,550 Lbs.	49 Bags	24378 40070



## ICE PRO® Melts to -5°F

The pros know. No-nonsense, effective deicing blends do not have to be expensive. ICE PRO delivers industrial strength ice melting action at an economical price. ICE PRO dominates the competition.

- *Vivid blue color marks your application area*
- *Accelerated melting*
- *Proven results*

ITEM NUMBER	PACKAGE SIZE	PALLET WEIGHT	UNITS PER PALLET	UPC CODE
885-0050	50# Bag	2,550 Lbs.	49 Bags	24378 97109





## WINTER PAW PET FRIENDLY ICE MELT®

Your Pet-Friendly Ice Melting Solution. Safer for people, pets and vegetation. A safer ice-melting alternative when concerned with the welfare of your furry friends!

- Melts to **-15°F**
- Safe to pet's paws**
- Environmentally friendly**
- Convenient shaker jug**

ITEM NUMBER	PACKAGE SIZE	PALLET WEIGHT	UNITS PER PALLET	UPC CODE
830-0008	8# Jug	1,020 Lbs.	120 Jugs	24378 40030
830-0020	20# bag	2,500 Lbs.	120 Bags	24378 40032

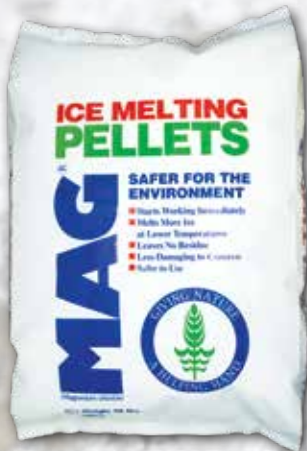


## PELADOW™ The Best on Ice

PELADOW calcium chloride outperforms other ice formulations in all winter conditions. With its fast melting action and cold-temperature performance, PELADOW calcium chloride is easily distinguished from other ice melters because it:

- Contains more than 90 percent calcium chloride, the most effective material for melting ice and snow**
- **Melts ice 2 to 5 times faster than other ice-melt materials**
- Absorbs moisture and generates heat to speed melting**
- Performs in a wider range of winter temperatures, even extreme cold**

ITEM NUMBER	PACKAGE SIZE	PALLET WEIGHT	UNITS PER PALLET	UPC CODE
DOW50	50# Bag	2,800 Lbs.	55 Bags	52651 00234



## MAG High Performance

MAG® outperforms other ice melters. It melts ice effectively at temperatures as low as -13°F (-25°C) - considerably below most other products. And it works fast. In tests at 21°F, within 15 minutes of application, MAG melted twice as fast as rock salt (halite).

- Safer for people, pets, and concrete**
- Less corrosive than other chloride-based de-icers**
- Environmentally friendlier**

ITEM NUMBER	PACKAGE SIZE	PALLET WEIGHT	UNITS PER PALLET	UPC CODE
MAG50	50# Bag	2,450 Lbs.	48 Bags	88479 36004

## Proper Usage and Storage Instructions

It's important to remove accumulated ice, snow, and slush from the surface prior to applying ice melt. Whether done manually with a shovel or by machine, removing accumulated snow and ice leads to utilizing the ideal amount of ice melt. Over application of ice melt can lead to potential damage to the surface itself or to the surrounding landscape. Never allow the product to pile up or spread beyond the edges of the deicing surface. Tracking into homes and businesses is also very common when a product is overapplied. A good matting system can also help to reduce the amount of product being tracked indoors.

In storing material, ensure the product is sealed tightly and is in a place of relatively low humidity. Salt and blended ice melting products are hygroscopic and will draw in moisture over time. If exposed to air for too long, the product can emit liquid from the bottom of the bag or become very hard, making the product unusable in the future. If unused product is stored outside it is recommended that the product be tarped.



## Pet-Friendly Ice Melters

Using an ice-melting product responsibly is the best way to avoid any potential danger to your pet's health. Whether a product has been deemed "Pet Friendly" or not, it is important to use as little product as possible, to monitor your pets' activity around the product, and to minimize their exposure to the chemicals.

Ingestion of product and paw irritation are the two main threats a de-icing chemical can have on the well-being of a house pet. Both threats can be easily avoided if proper precautions are taken before, during, and after an ice-melting product is applied. It is important to keep your pet indoors or away from the area of application while applying the product. Many de-icing products

are hygroscopic, which means they draw in moisture from their surroundings. If a pet's paws are exposed to hygroscopic material for an extended period of time, their paws can become dry and irritated. Luckily, a case of irritated paws can be easily treated by cleaning off your pet's paws with soap and water. Similarly, the same precautions should be

taken to lessen the amount of product your pet could potentially ingest. It is also important to reseal the package tightly.

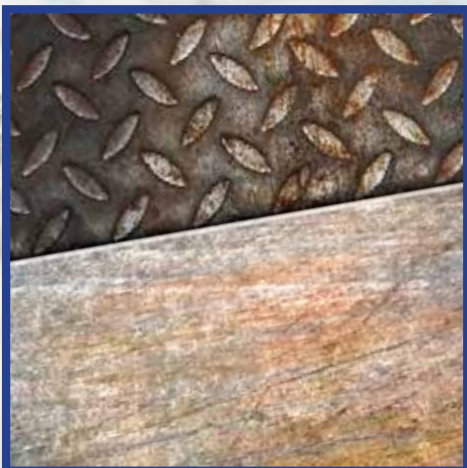
If your pet comes in contact with a de-icing product, experiences persistent paw irritation, or becomes sick from ingestion, contact your local veterinarian for further advice.



## Corrosion

The natural characteristics of chlorides have the potential to corrode metal. However, when used properly, the effect can be minimized. Magnesium is the least corrosive of all the chlorides as the product consists of about 50% magnesium and 50% water. This reduces the probability of chloride brine coming in contact with metal and causing corrosion. The higher the magnesium content in a blend, the less corrosive the product will be. Sodium, calcium, and potassium chloride are corrosive to metal. To minimize the potential for risk of corrosion,

products with high percentages of these chlorides should not be spread near metal objects or metal framework.





# Concrete Damage

Any and all effective ice-melting products have the potential to create a circumstance where concrete damage may occur. De-icing products will not chemically damage high-quality concrete. However, damage may occur when a de-icing product causes water to seep into naturally occurring cracks and air pockets in concrete, causing disruption and weakening of the concrete.

To avoid damaging the concrete, applicators should follow the application directions on the back of the bag or container and remove the slush or pooled water that is produced as soon as possible. If the de-icing product is over-applied, there will be a greater melting period, allowing for more freeze / thaw cycles. Also, establishing strong, properly air-entrained, and properly finished concrete will increase resistance to the re-freezing of water and reduce the potential for concrete damage.



*This is an example of concrete that would be at risk of damage to increased freeze/thaw cycles.*

# Vegetation

When using a de-icing product, the potential to damage vegetation that borders driveways, sidewalks and other treated areas may be a concern. To minimize the risk of damage, always read and follow the label instructions and control the spread of the product.

Over-application is the most common reason for vegetation damage when using an ice-melting product. To minimize the risk of damage, apply the product according to the label instructions using a spreader or other recommended device. The philosophy "more is better" is not the case with de-icing products as excess product will not only be less effective, but the potential for damage

to treated areas and vegetation also increases. To further minimize the chance for vegetation damage, be sure to apply only to targeted areas and do not allow the product to come in contact with non-targeted areas (ice-melting products that contain a dye will assist in showing the treated area).





# Tracking

Although it is impossible to avoid tracking altogether, applicators can take steps to dramatically reduce the amount tracked indoors. The degree of tracking is based on three things:

**1) Melting Speed:** Ice-Melting products geared for speed track less because they penetrate the ice quickly and dissolve into a liquid brine faster. This residue is easily swept or mopped up and is not a threat to cause long-term damage.

**2) Ice Melt Composition:** Ice-Melting products with high percentages of calcium and magnesium chloride tend to track less than other formulations. This is true because the faster a product breaks down and activates, the less likely it is to

be tracked indoors. Calcium and magnesium chloride tend to break down and leave a white, chalky residue, but the advantages of the speed enhancement they provide far outweigh the minimal residue created. AMC and STRIKE also aid in enhancing the speed of the product. The inclusion of these liquids, which encapsulate the granules, helps to cut down on tracking.

**3) Over-application:** When an ice melting product is over-applied, the risk of tracking increases as well. By applying too much product, the applicator increases the chance of having inactive material sitting on the surface. Inactive material increases the chance for granules to be tracked in on the soles of pedestrians' shoes.

## Size and Shape of Ice Melting Granules

The size and shape of ice-melting granules are important to the overall performance of the ice-melting blend. Ice-melting granules come in three basic shapes: crystals, pellets, and flakes. To ensure even flow through a spreader, prompt activation, and an ample residual effect, strict quality control measures must be in place to monitor particle sizing and consistency. The following descriptions detail the advantages and disadvantages of the three basic granular shapes:

**Crystals:** Crystals are screened to separate them into three categories or sizes: fines, mediums, and overs. Fines, the smallest particles, and overs, the largest particles, are not effective ice-melting crystals.

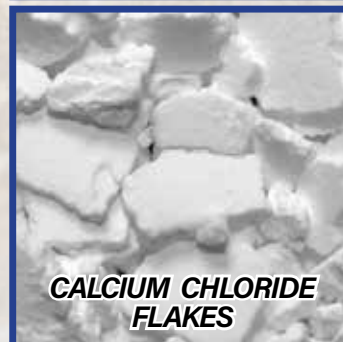
For the purpose of melting ice, the medium-sized crystal provides the best results. It is the most effective, cleanest and easiest product to spread, and it has the mass to bore through ice and snow and activate quickly.

**Flakes:** While a flake covers a great deal of surface area, it is normally too thin to provide a great deal of melting power. However, when the flake is thick, it becomes a very effective melter as it benefits from both the increased surface area and the mass to bore through ice and snow.

**Pellets:** Pellets are effective melting granules when they are sized correctly. Small pellets have limited melting power. The lack of size does not allow the product to effectively bore down through the ice and snow. These small particles are also considered dangerous because they sit on the surface of the ice and snow and can cause slippage in very cold climates. Large pellets have the ability to bore through ice and snow quickly, which increases the melting performance and reduces the amount of slippage.



**SODIUM CHLORIDE  
CRYSTALS**



**CALCIUM CHLORIDE  
FLAKES**



**MAGNESIUM CHLORIDE  
PELLETS**



# About EC GROW

EC Grow, Inc. was established in 1987 as a sales and marketing subsidiary for fertilizer and ice melt products produced in Eau Claire, WI. Since that time, we have expanded our warehousing, automated our production, and increased our bulk storage to consistently meet our customer's needs.

Given the unpredictability of the weather, having the right product **when you need it** is critical. We value the importance of product availability and have recently acquired another 35+ acres—specifically to store raw materials. This acquisition increases our flexibility to react to winter events and provides our customers timely delivery.

When quality and consistency are a must, products produced by EC Grow delivers time and time again. Below are a few examples of our commitment to compliance and quality to ensure our partners receive a value-added blend in every bag.

## **PRODUCTION FACILITY**

- Computerized raw material and chemical delivery system
- Fully automated bagging lines
- High-level palletizers

## **COMMITMENT TO QUALITY**

- Screened materials for consistency and reduced dust
- Heavy-duty packaging
- In-line quality control monitoring

EC Grow is your source for high-quality products, on-time delivery, competitive pricing, and unmatched customer service. Contact us today as we are "A Partner You Can Depend On".



**EC GROW**  
**ICE MELT**

***A Partner You Can Depend On***







EC GROW<sup>®</sup>

**ICE MELT**

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