Peladow™

CALCIUM CHLORIDE PELLETS

The Premier Snow and Ice Melter

100 plus Years of Calcium Chloride

The Heat Is On

Put the heat on snow and ice with PELADOW™ Calcium Chloride Pellets. Comparative performance tests and scientific research prove that it's the premier choice for melting snow and ice. With its fast melting action and cold-temperature performance, PELADOW™ is easily distinguished from other ice melters:

- Contains 90% calcium chloride, which penetrates ice up to 3 times faster than competing materials
- Releases heat to speed melting
- Performs in a wider range of winter temperatures, even extreme cold
- Helps make steps, sidewalks, driveways and parking lots safer

Calcium Chloride: The Most Active Ingredient

An ice melter's formulation significantly impacts its ability to clear snow and ice quickly under all winter conditions. While most ice melters are composed of one or more active ingredients, there are scientifically documented performance differences among the following ice-melt materials:

- Calcium chloride ($CaCl_2$)
- Sodium chloride (NaCl)
- Potassium chloride (KCl)
- Magnesium chloride (contains approximately 50% water)
- Urea (primarily used as a fertilizer)

PELADOW™ performs the fastest and at the lowest effective temperature. See the table below for a comparison of PELADOW™ and other ice melters.

For 50 years, customers have relied on PELADOW™ to melt snow and ice at:

- Commercial and industrial buildings
- Multifamily residential buildings
- Hospital and university campuses
- Municipal buildings
- Homes

Chemical Ice Melters Quick Comparison

Product	Relative Ice-Melting Speed	Lowest Practical Effective Temperature	Melt Volume[1] (ml/g deicer)	Ice Penetration[1] (mm/mg deicer)
PELADOW™ Calcium Chloride Pellets	**Fastest-acting ice melter at all temps**	**-25°F (-32°C)**	**3.10**	**0.55**
Rock Salt	Slower than calcium chloride	+20°F (-7°C)	1.60	0.33
Magnesium Chloride Pellets	Slower than calcium chloride	0°F (-18°C)	1.20	0.30
Potassium Chloride	Slower than calcium chloride, rock salt and magnesium chloride	+25°F (-4°C)	0.40	0.21
Calcium Magnesium Acetate	Least cost effective among common ice melters	+20°F (-7°C)	0.20	0.04

(1) At 20°F (-7°C) for 20 minutes; references available upon request

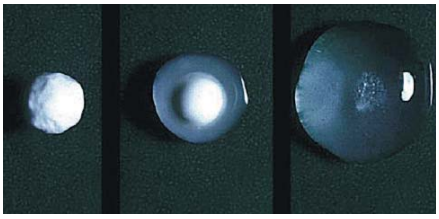
The Science of Snow and Ice Control

High performance is scientifically engineered into every PELADOW™ pellet by way of its:

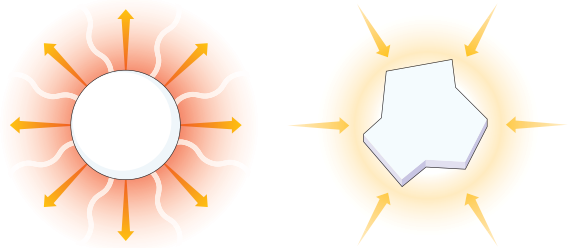
- Ability to attract moisture
- Heat-generating reaction
- Round shape

Attracts moisture. An ice melter's speed of action is determined by how easily it dissolves to form a brine solution upon contact with snow or ice. Brine lowers the freezing point of water and melts snow and ice on contact.

PELADOW™ attracts moisture from its surroundings, speeding up the creation of brine and giving its melting action a head start.



A PELADOW™ pellet attracts moisture from its surroundings, jump-starting the melting action.



PELADOW™ generates its own heat from the reaction that creates brine.

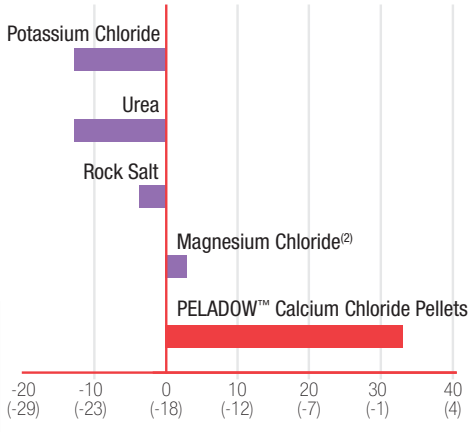
Other materials only draw heat from outside sources.

Generates heat. With PELADOW™, the reaction that creates brine also generates heat, making it more effective at colder temperatures than other materials, which only draw heat from their external environment. PELADOW™ turns on the heat for exceptional performance across a wide range of temperatures.

A melt-volume comparison at 5°F (-15°C) reveals how PELADOW™ is much more effective at melting snow and ice than other ice-melt materials. While magnesium chloride loses effectiveness at 0°F (-18°C), PELADOW™ continues working to -25°F (-32°C), the lowest effective temperature of any ice-melt product.

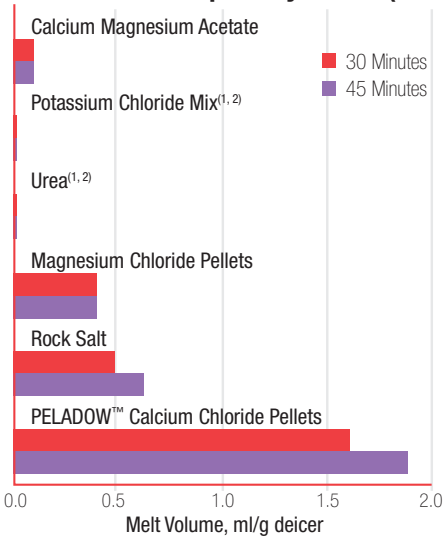
Heat Release Properties[1]

1 lb. Deicer Dissolved in 1 gal. Water



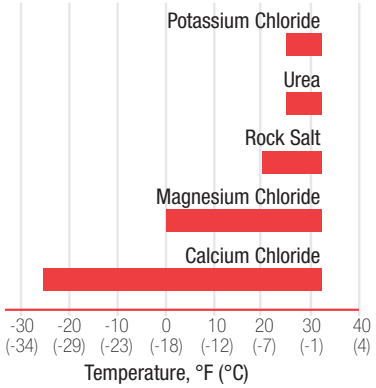
(1) Calculated from Heats of Solution from *Lange's Handbook of Chemistry*, Ninth Edition and *Perry's Chemical Engineers' Handbook*, Fifth Edition.
(2) All solid magnesium chloride ice melters are hydrated salts consisting of at least 50% water by weight.

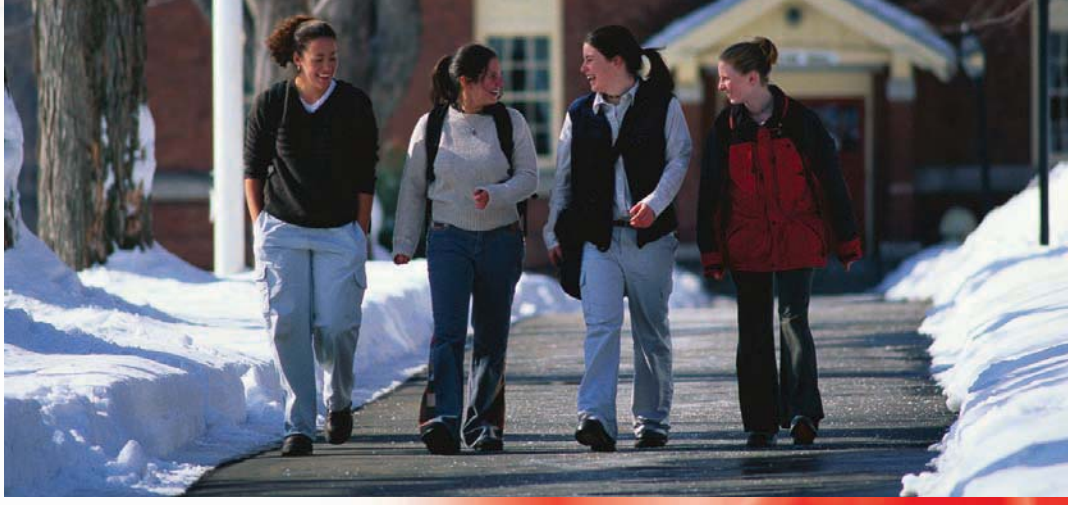
Melt Volume Capability at 5°F (-15°C)



(1) No melt capacity at 30 minutes
(2) No melt capacity at 45 minutes

Melting Range Comparison

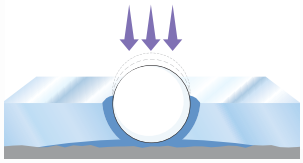




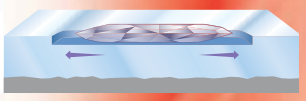
Well-rounded. The round shape of PELADOW™ enhances performance because a small portion of each pellet rests on a small area of ice, enabling it to "concentrate" on boring through ice up to 3 times faster than flat or crystal-shaped ice melters. By contrast, flat or crystal-shaped products spread their melting ability across the ice, which means slower penetration.

Minute by Minute

When put to the test under realistic winter conditions, PELADOW™ is proven to penetrate ice faster than other materials.

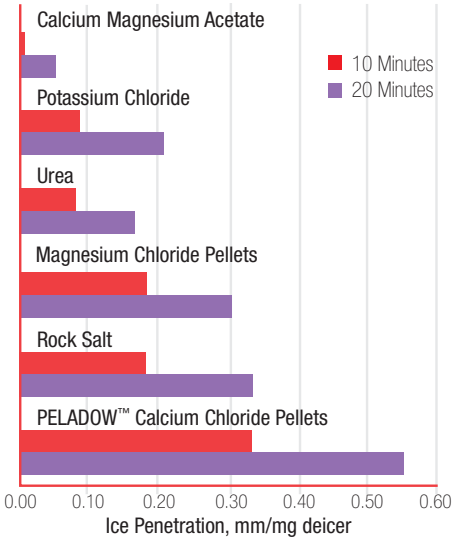


The round shape of PELADOW™ aids in ice penetration, breaking the ice's bond with the pavement more quickly.



Flat or crystal-shaped ice melters melt across the ice, so they penetrate and break the ice's bond with the pavement more slowly.

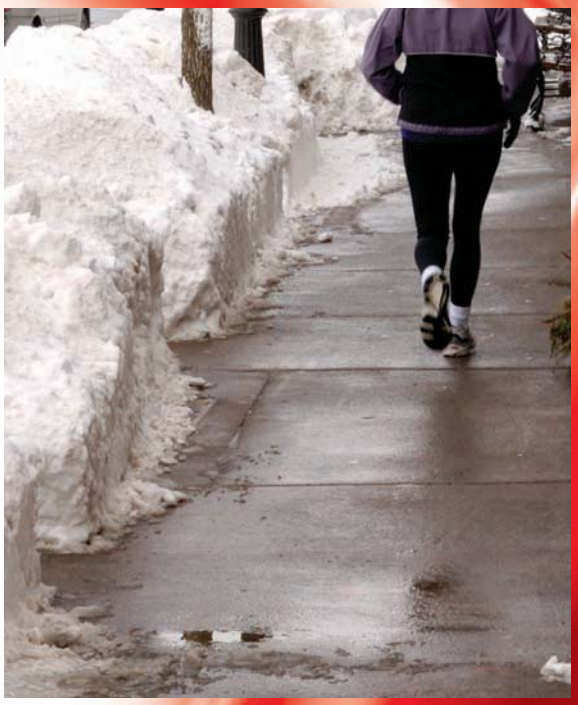
Speed of Penetration at 20°F (-7°C)



Premier Product, Premier Benefits

As the premier snow- and ice-melt material, PELADOW™ provides exceptional performance all winter long. It is backed with premier benefits: reliable supply, consistent quality, quick response, and leading technical service and support.

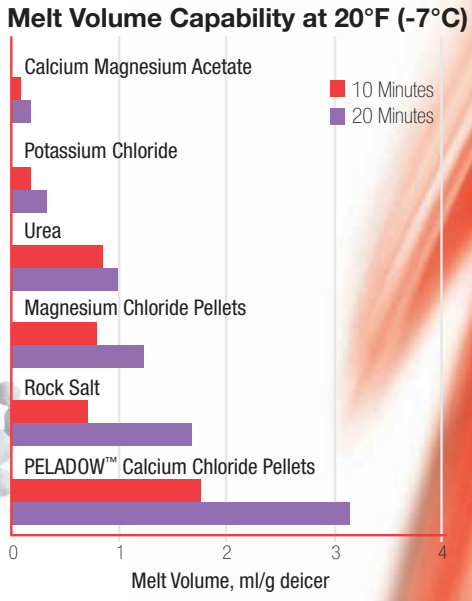
Contact a PELADOW™ distributor today, and experience what a first-rate snow and ice melter can do for you.



The Melting Point

PELADOW™ brings snow and ice to the melting point long before other ice-melt formulations. In the first 20 minutes at 20°F (-7°C), PELADOW™ melts approximately:

- 2 times more than rock salt
- 3 times more than magnesium chloride pellets
- 3 times more than urea
- 7 times more than potassium chloride



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PREMIER SNOW AND ICE MELTER

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