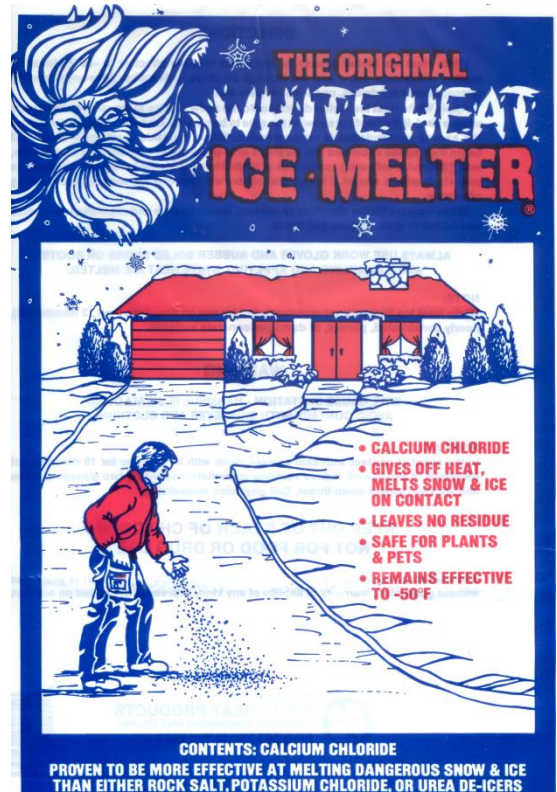




SCHOENBERG SALT CO., INC.

White Heat Calcium Chloride Ice Melter

- Calcium Chloride Flake
- Made and Packed in the U.S.A.
- Provides "active" (Exothermic) heat creating ice melting characteristics.
- Calcium Chloride is 30 times more effective than rock salt at 0 degrees F.
- It's "hygroscopic" which means it attracts moisture creating brine that stays liquid and keeps working on ice and snow.
- Completely safe for plants, shrubs and asphalt when used according to recommended instructions.
- Poses less threat to concrete as the brine reduces the number of freeze-thaw cycles.
- Does not leave any white powdery residue.
- Flat shape reduces slip and fall risk of associated with other rounded products.
- Works to -25 degrees below zero.
- Available in 5/10 pound bales.



White Heat Ice Melter is a Registered Trademark of Schoenberg Salt Company Inc.

P.O. Box 128 Oceanside, NY 11572

www.GoSalt.com

P: 800-221-5105 F: 877-547-8675