



MELTDOWN[®] BeneathZero[™]

A Prewet Ice Melting Product



HIGH PERFORMANCE

Effective to below -20 degrees Fahrenheit.
Maintains residual to minimize snow or ice from bonding to pavement



ENVIRONMENTALLY SAFER

Safer for Vegetation, Animals and Humans when applied properly

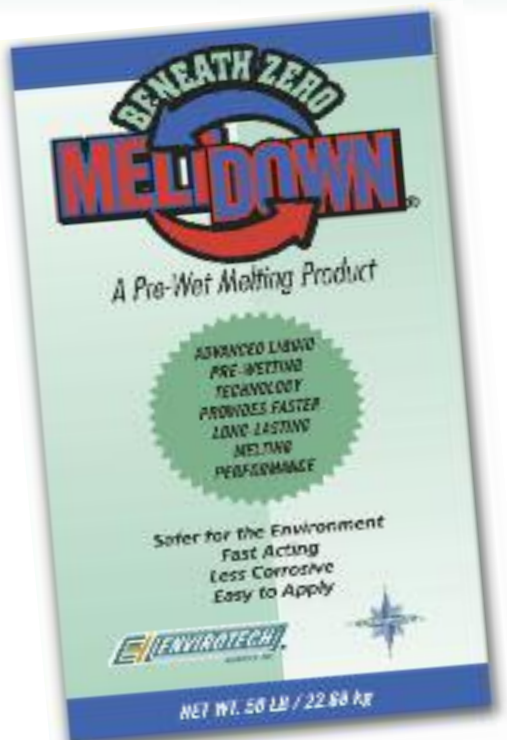


SAFER FOR CONCRETE AND LESS CORROSIVE



TECHNOLOGICALLY ADVANCED

Fastest to Liquify, Fastest to Activate Chemically



MeltDown[®] Beneath Zero[™] is currently available in 50 lb. plastic bags.

Delcing Products Benefit Chart

Highest Benefit = 5 Lowest Benefit = 1	Calcium Chloride Pellets	Magnesium Chloride Hexahydrate Chrystals	Potassium Chloride Granules	Sodium Chloride Rock Salt	MeltDown Beneath Zero
De-icing Rate-Speed to work (0°F at 5 min.)	3	4	1	2	5
Effective De-icing Temperature	5	4	1	2	3
Melting Capacity at 0°F	5	4	1	2	3
Corrosion level	1	5	2	3	4
Vegetation Safety	2	5	4	1	3
Overall Value	16	22	9	10	18

Sources: De-icing rate – Paradigm Chemical, LLC, study, May 2002 and Illinois field test January 2003. Effective de-icing temperature – manufacturer’s sale literature and lab studies. Melting capacity (ml of melted ice) – Paradigm Chemical, LLC, study, May 2002. Corrosion level – University of Utah study, November 1994; Paradigm Chemical, LLC, study, 1999-2003. Vegetation safety – University of Utah study, Iowa Turf Study, 1998.

PRODUCT COMPOSITION

A *MeltDown Beneath Zero*[™] contains a blend of naturally occurring crystal and liquid ice melt products. *MeltDown Beneath Zero* is created through the application of a high performance liquid deicer added to a blend of fine and coarse crystal ice melt by using 'prewetting' technology. Through the prewetting process, this high performance granular ice melt can be made to melt faster, last longer and perform better.

WHY A PREWET DE-ICER?

Deicing products don't begin to perform until the solid becomes a liquid. It is this liquid that does the actual job of melting. Through use of prewetting technology, we have encapsulated each crystal in a high-performance liquid de-icer. This feature gives *MeltDown Beneath Zero* superior performance, reduced bounce and scatter, corrosion protection to spreading equipment and minimizes environmental impact.

DEICING RATE/EFFECTIVE DEICING TEMPERATURE

MeltDown Beneath Zero's one-two punch, using the prewetting technology, brings into play both the fast melting of liquid deicers and the staying power of granular ice melt. No other known deicer is capable of attaining those specified levels of performance quicker. *MeltDown Beneath Zero* is recognized as the fastest to melt snow and ice, therefore the fastest to perform to its specifications. *MeltDown Beneath Zero* also provides excellent refreeze protection. These traits make *MeltDown Beneath Zero* a more effective and longer lasting deicer.

MELTING CAPACITY/THE ONE-TWO PUNCH

MeltDown Beneath Zero melting capacity rivals that of calcium chloride and magnesium chloride, at a much lower cost. Through the prewetting technology,

MeltDown Beneath Zero performs to specifications almost immediately. When applied to a snow-covered surface, *MeltDown Beneath Zero* quickly begins to dissolve and penetrate snow pack and ice. The bond between the ice and pavement is then broken, which allows loosened ice and snow to be easily removed. Because of the advanced formulation, *MeltDown Beneath Zero* will maintain a residual which can prevent ice and snow from bonding to the surface.

CORROSION LEVEL

With *MeltDown Beneath Zero*, through reduced application rates, fewer chlorides are placed into the environment. In the production of *MeltDown Beneath Zero*, the latest in high yield anticorrosion technology is utilized, therefore making it less corrosive. *MeltDown Beneath Zero* provides consumers with a complete blended product in each crystal.

VEGETATION SAFETY

MeltDown Beneath Zero is produced from all natural ingredients. The only processing done to *MeltDown Beneath Zero* is the blending of the product's components. When used properly, it should not be harmful to vegetation. It is safe to handle and is not known to stain shoes, carpet, cement, or asphalt.

USES

Meltdown Beneath Zero is designed for general use on roadways, sidewalks, entryways, and parking areas. Meltdown Beneath Zero is so effective that the amount of product needed for a typical application is considerably reduced from that of most traditional ice melt products, and the need for reapplication is less frequent. Available in 50 pound bags, this product may be applied either by spreader or by hand.

PRODUCED AND MARKETED BY

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