

Innovative Times

SEPTEMBER 01, 2008

Inside this issue:

CT Highway Super Uses Nitrous II with Great Success!	Cover Cont: P3
Less Salt Equals Less Clean-Up!	Cover Cont: P3
De-icing Method Leads to Less Wear and Tear on Trucks	P2
No Corrosion Equals No Heating & Beating	P4 Cont: P5
Small Township Saves Big with IBG Treated Salt	P6
Brown Proves to be Faster than It's Competitor!	P7
Treated Salt Prevails During Salt Shortage	P8 Cont: P9
Treated Salt Trial Peaks Hwy Super's Interest	P9 Cont: P13

Special points of interest:

- Find Tips for Winter Success throughout this issue
- Innovative Times Crossword Puzzle - Page 4
- Find us on the web - Page 13
- Ice B'Gone Receives Federal EPA Recognition - Page 10
- "Focus on Ice Melters" Article Featuring Innovative's Magic Salt™ - Page 12

CT Highway Super Uses Nitrous II With Great Success!

Ed Hubbard, like most CT highway personnel, used to use a large quantity of sand to provide safe driving conditions for his taxpayers. Originally he used a salt/sand mix ratio of 3 parts sand to 1 part salt using, on average, two truckloads per route, almost 30 yards per route by the end of the storm.

When asked "Why he changed Ed's response was "I have always liked new things. I had been trying straight salt with good success when I heard about treated salt. The biggest reason was that my catch basin & spring clean-up program was consuming so much time and money. I knew

there had to be a better way to do things."

When asked how he implemented the change,



Left: Ice B'Gone treated salt Right: Regular salt

Ed stated "Two years ago, I tried spraying sand and salt with the Ice B'Gone liquid and I was so impressed with how it worked that I went on to spray straight salt on-

site." He continued by saying "Another big improvement was when I tried Nitrous II, which is 8-10 gallons of liquid added to the treated salt via on-board pre-wetting tanks." Great success! Ed went on to say "The biggest benefits of Nitrous II is that the bounce and scatter is substantially reduced and the brining action with the Nitrous II formula is substantially faster." All of this allowed Ed to use less material, provide better service faster and save money!

Continued Page 3

Less Salt Equals Less Clean-Up!

The quiet ski town of Dover VT has some of the most severe winter weather. Gary Carruthers, Road Commissioner for Dover, described what they used to do before Ice B'Gone treated salt;

"Before winter 2005-2006 we used straight salt on paved roads and sand on gravel, sometimes salt and sand when conditions were severe. We would apply our materi-

als, traditionally, after the storm started, just as the road was getting white. We have 30 miles of pavement handled with salt and 30 miles gravel handled with sand."

Continued Page 3



De-icing Method Leads to Less Wear and Tear on Trucks

Mike Deak, foreman for the Town of Bridgewater CT, is one of Ice B'Gone's oldest and most loyal customers. He had decided to transition into liquids 8 years ago, Mike says " We used to buy liquid Ice B'Gone and mix our own treated salt by laying the salt out on the ground. We would then spray, with a spray wand, approx. 8 gallons per ton and then mix, manually with the pay loader, until we felt the mix was right".

Mike continued "Before treated salt, we would use a mix of sand and salt, 4 parts sand to 1 part salt, to treat roads. At the onset of the storm we would do only the hills and, depending on severity of the storm, we'd then do everything again after the storm. Of course the results varied. It took us longer to bear off roads, remove slush, and clean up at the end of the season, not to mention how it added to the amount of trips we had to make."

Mike outlined some of the changes from a sand/salt application to a treated salt application: "Application rates went down, wear tear on trucks went down, less trips were required, less overtime, almost no spring road clean-up, and after many years of use now

no more catch basins cleanouts!".

Mike said "Once I changed my timing by just a little, our service levels went up during the storms. I tried to time the first applications earlier. This made the post storm clean-up faster and gave us a residue effect for future snow storms."



Town of Bridgewater

This year was the first year that Bridgewater started purchasing our prepared treated salt. Mike was thrilled to say "It saved time, effort and machine usage! Overall it was deemed less expensive than mixing by ourselves onsite."



Deicing liquid being applied

What are Mike's plans for the future? At the end Of the season Mike took advantage of IMUS's free equipment trial program and rent to own program. This allowed the town to equip all of their trucks with liquid on-board pre-wetting systems. Mike told us "I decided to by-pass Nitrous II and go directly to Nitrous III; the European technology of adding approx 50 gallons of liq-

uid to a dry ton of salt."

The results, at the end of this winter season with Nitrous III, have been so positive that they can't wait to start the season next year and continue the evaluation.

Words of advice from Mike Deak: **"Work closely with your supplier, the learning curve is easier."** ■

"The biggest benefit was that I did not have to apply as often and the residue effect was phenomenal!" - Gary Caruthers, Dover VT on Ice B'Gone treated salt

Tips for Winter

Success:

#1

Make sure you have adequate storage for your winter products. Get yourself off to a great start by storing at least 1/2 a season's worth of product.

What is Nitrous I, II & III?

Nitrous I is the addition of 8-10 gallons of liquid de-icer to a dry ton of salt, via on-board pre-wetting or by using treated salt

Nitrous II is the addition of 8-10 gallons of liquid de-icer to one ton of salt that has already been treated with 8-10 gallons of liquid de-icer

Nitrous III is the addition of 50-55 gallons of liquid de-icer to one ton of salt that has already been treated with 8-10 gallons of liquid de-icer



CT Highway Super Cont...

Ed has spent many hours in the field, trying different Nitrous II formulas and experimenting with different mixtures. He has also worked with combining these formulas with different times for application. He feels that the best way to combat snow and ice storms is to apply approx. 400 lbs of treated salt per center lane mile while adding an additional 10 gallons per ton/ 2 gallons per mile. Apply the Nitrous II mixture at least an hour before the storm for the most explosive results.

"This initial Nitrous II application will always keep you ahead of the storm, reduce further applications and make clean-up a cinch." Ed added.

He went on to recall a story, where he had bailed out the State after they closed SR 20 during one particular storm "We laid down Nitrous II and had water running on the road, within 5-7 minutes, at temperatures in the mid 20's".



East Granby Town Hall

Ed had a piece of advice regarding driver training. He suggests that all drivers should attend an educational seminar held by their supplier. His drivers went to a seminar in the fall. He said, "The senior drivers were concerned about traction and were hesitant to go away from using sand. After the seminar their concerns

were lessened and the new drivers were excited to try the all treated salt approach. After this season everyone is on-board, even the senior men no longer need sand and everyone loves that sweet molasses smell."

Ed was exceptionally happy with the service provided by International Salt Company. He heard stories from many neighboring towns, which were using the less expensive Mag treated salt. Around Christmas time, their supplier ran out and they had switched to International Salt's Ice B'Gone treated salt. Many towns told him

they noticed a big difference between the two products. In late January, Ed received the Sears' press release recognizing the Ice B'Gone liquid and treated salt as a federal EPA Green Designated product. This confirmed Ed's beliefs in Ice B'Gone and aided him to gain support from the town board and tax payers for the Nitrous II program. ■

"Change is difficult but in this case extremely worthwhile!"
- Michael Smith,
Heath MA on switching from salt/sand to treated salt

Less Salt Equals Cont...

When asked why he decided to change, Caruthers responded with "I wanted to be more productive and less costly"

Gary was then asked how he implemented the change. "In 2006/2007, we bought one on-board pre-wetting system for the salt truck and we used Magnesium Chloride Liquid. Installation and maintenance of the on-board equipment was a big change but we only wit-

nessed a minor reduction in salt usage. In 2007/2008 we started making pre-treated Ice B'Gone salt using a



Town of Dover Highway Crew

loader and spray wand. We added 8 gallons per ton. Sometimes we double dipped Nitrous II, during cold storms and icing events..

What were Gary's results in the 2007/2008 winter season? "Ice B'Gone treated salt allowed me to use less salt while maintaining a loose road surface during storms, which made the clean-up easier and faster." Gary stated, "The biggest benefit was that I did not have to apply as often and the residue effect was phenomenal!"

When discussing last year's salt shortage Gary had this to say, "There definitely was a shortage and I have to thank the

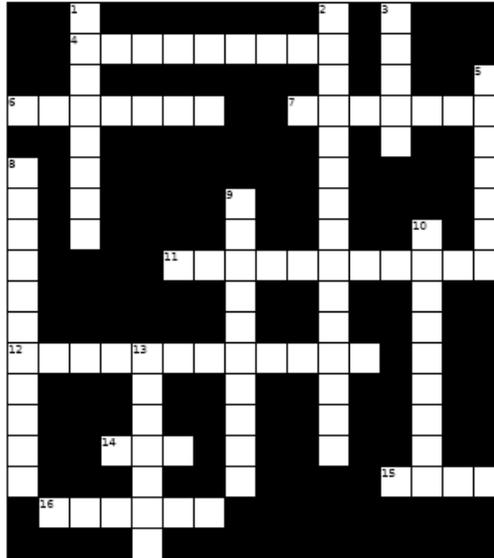
State for allowing me to buy from them when they still had a supply, otherwise we would have been in trouble." His plans to solve the salt shortage is to build more storage.

Gary went on to discuss his plans for the future, "I am going to continue using treated salt and liquids. It's shown a substantial savings in all areas of my budget." ■



Innovative Times Crossword Puzzle

Use the clues below to find popular IMUS product names and helpful tips!



Tips for Winter

Success:

#2

Order enough product at the right time. It's tricky to get the right amount of product at the precise time you need it. Keep track of shipment times and how much product you use a day. Make sure you leave yourself with enough product to last you while your shipment is in transit.

- Across
- 4 Many customers find their equipment experiences less _____ when using Ice B'Gone treated salt.
 - 6 Saddle tanks are part of _____ pre-wetting application.
 - 7 The mixture of 8-10 gallons of liquid added to 1 ton of treated salt.
 - 11 Out performs regular salt every time!
 - 12 Ice B'Gone is an _____ by-product.
 - 14 Innovative winter products melt snow and _____.
 - 15 Short form for Innovative Municipal Products (US) Inc.
 - 16 Melting snow returns to a _____ form.

- Down
- 1 When mixed with chloride salts, is the most effective and environmentally friendly de-icer available.
 - 2 IMUS Vision Statement "Providing _____ Safer Solutions through Innovation"
 - 3 Apply the Nitrous II mixture at least and hour before the _____ for the most explosive results!
 - 5 Pro Patch is a permanent _____ repair.
 - 8 It is important to know your _____ rates.
 - 9 Putting liquid on salt at the spinner is _____.
 - 10 Most premium ice melters contain some form of this chloride.
 - 13 A great Chloride alternative to Mag.

No Corrosion Equals No Heating & Beating

"We used to be a large user of sand, 3 tons salt to 25 tons sand", stated Michael Smith, Highway Superintendent for the Town of Heath MA. Michael started using Ice B'Gone after he attended a seminar put on by Paul Brown of Base State Roads. He left the meet-

ing with a desire to change. Environmentally, he wanted to do something better than sand as he was tired of the low level of service and lack of performance. "I was tired of providing hard packed brown roads!"

Michael commented on how he got started, "I organized a meeting with the Board of Selectman and proposed a trial program on my asphalt roads only, with specific goals in mind for the treated salt. The board gave me their blessing." He then calibrated equip-



ment down by over 65%.

He recapped his trial "In the first year I used 4,000 tons less sand. Spring clean-up was great and salt usage went up only marginally." Needless to say the Town board was thrilled, as were the taxpayers, with the results.

In the second year, 2007-2008 winter season, he went out to bid and International Salt won his business.

Michael stated "If we had not started using this new product we would have continued to use all salted sand. It would have taken at least three times as much sand, 9,912 tons, at a cost of \$101,598 to get through the season. Then, we would have needed to add about 30 tons of salt to every 200 tons of sand at a cost of \$93,030, for a total of \$194,628. This would be \$41,071.94 more than I have spent so far this winter with using Ice B'Gone treated salt."

He continued, "In addition to cost, if we had not made the switch to this new salt for use on black top roads, the black tops would have all started to look like dirt roads by now. All that sand would ultimately be swept onto the side of the road causing shoulder build up. The roads would then have to

be "cut back" to remove this build up. A large amount of it would have ended up in our culverts, plugging some of them up. It would also end up in the streams of Heath causing an environmental impact. Salt also impacts the environment but it washes away very quickly, sand remains forever. By using more sand we would have spent more time driving to apply it. This means more overtime, fuel and wear on equipment. I would estimate by about 30% more. That is roughly \$9,000 more in fuel alone YTD."

Michael shared with us how the corrosion factor had significantly been reduced with the use of Ice B'Gone treated salt.

At the end of the first trial season, the Town had a major flood and the transition from winter to summer was abrupt. Traditionally, they lube, sand blast and grease the bodies and spreaders before putting them away. This time they just took them off and stored them. In the fall, Michael and his team were all concerned with the potential problems they were going to face. The expectation was that there would be a

lot of "Heating and Beating" to get the moving parts un-ceased but to their surprise the spreaders turned and all moving parts were in great shape. It was apparent to

all the operators that there was a huge difference in corrosion.

When asked what plans Michael holds for the future he responded, "Storage is an issue we need to address. We will definitely need more storage in the coming years. I would also like to try Ice B'Gone added to sand to eliminate salt on gravel roads."

We asked Michael for any words of wisdom he may have for other highway superintendents. His response:

"Change is difficult but in this case extremely worthwhile!" ■



Corrosion on truck



"Finally, an environmentally green product that really performs!" – Ed Hubbard, East Granby CT on Ice B'Gone

Tips for Winter Success:

#3

Know your application rates. Don't use more product than you have to and don't use too little! Consult your Sales Representative for more information.



Small Township Saves Big with IBG Treated Salt

Bill Kerwick, Highway Superintendent for the Township of Randolph NJ, has always been an innovator. Even before he tried Ice B'Gone treated salt he had been using liquids in a variety of ways to fight snow and ice. He originally used calcium chloride to modify his salt and three years ago he started using salt brine to help his winter program. Bill said, "I started by using 45 gallons of salt brine per lane mile of road. I would apply the liquid 24hrs before a strong snow forecast. Later on, I started using it during the storm as well."

"It was easy to see the difference! The residual effect on the Ice B'Gone route was longer, requiring fewer applications, lasted longer on bare pavements during the storm and faster clean-up than any of my other routes!"

*- Bill Kerwick,
Randolph TWP, NJ
on the results of his
Ice B'Gone treated
salt trial*

When asked why he started with the treated salt, Bill responded, "First I was concerned about the corrosion problems with salt, calcium brine and salt brine. Secondly I had also heard, from other municipalities, of the long lasting residue effect Ice B'Gone demonstrates during and after the storm. I had to try it for myself."

Bill explains how he implanted a trial, "It was easy! The product was on the Morris County Co-op bid so there were no hassles when ordering, just as simple as ordering white salt! Getting my equipment ready was easy too. I removed the onboard tanks from the truck I intended to use for the trial. This was the only truck I used for the treated salt. This proved

to be an easier way to use the truck as there was no loading the calcium tanks and no maintenance of the associated pumps, valves and nozzles."

Bill shared his results, "It was easy to see the difference! The residual effect on the Ice B'Gone route was longer, requiring fewer appli-



**International Salt Co.
Treated Salt Stockpile**

cations, lasted longer on bare pavements during the storm and faster clean-up than any of my other routes!"

Bill went on, "Corrosion was substantially reduced on the truck using the Ice B'Gone treated salt. It was easy to see the difference when looking at the other trucks using salt and calcium."

Future plans for Bill? "I plan on using a wider spread application, more treated salt and less dependence on onboard pre-wetting systems." Bill says, "I am also going to make salt brine with the low corrosion Ice B'Gone treated salt. I am even considering buying liquid Ice B'Gone and trying it as an additive to salt brine!"

Bill left with some words of advice, "I hope more people in the Morris County Co-op see the benefits of treated salt and start to buy it. The overall savings will make it easier for them to justify trying the treated salt." ■

Tips for Winter

Success:

#4

*Stay ahead of the storm.
You don't need to wait for
the snow to fall before you
start your de-icing routine.
Apply your de-icing prod-
ucts before the storm to
prevent slippery road condi-
tions.*



Western N Y. Treated salt trials vs. dry salt (dry salt in middle lane with hard packed snow)

"I noticed a substantial difference in lasting power, and melting power!" - Dale Hazzard, Middlebury VT on the difference between straight salt and IBG treated salt

Brown Proves to be Faster than It's Competitor!

Don Brigham, the Town of Waterford's highway foreman, described what things were like before Ice B'Gone treated salt. "Before Ice B'Gone we would use a mix of sand and salt, 7 to 2 ratio, approx. 3000 tons of sand and 800 ton of salt per year.

During each storm the Police Department would call us as the roads got slippery and we'd start to apply. We were called out so frequently that it soon became a never ending battle between us and the storm. It got to the point where we'd be applying four or five loads per storm just to get the roads back to bare and safe. If all that wasn't enough, clean up in the spring and summer was a nightmare. We would spend about 4 months cleaning our streets and our catch basins would never come clean. The basins would become caked with sediment

which was very expensive to dispose of as we can't dump it in landfills any more."

When asked why he switched, Don replied, "The Director of Public Works, Ron Cusano, and I went to a presentation held in the Town of Ledyard two years ago.

We came away with a few ideas on how solve our winter road problems. It was an easy sell to Maureen Fitzgerald, our Environmental planner. She saw the benefit of reducing the sediments in streams and rivers right away. This, combined with the estimated clean-up savings, made the program an easier sell for the Director to convince the elected officials from five fire districts of the Board of Finance and Representative Town



Town of Waterford Truck

Meeting members as well.

Don explained how he made the change to Ice B'Gone treated salt. "Two years ago we started by calibrating trucks to lower applications, from 800 lbs /center lane down to 275 lbs /center lane. This year we're trying out two products; the agriculturally treated brown Ice B'Gone salt and its competitor on four routes only."

He continued, "The four drivers were very impressed with the Ice B'Gone treated salt. It made for good contact and safety during the storm and was incredibly fast to clean-up after the storm.

We've also changed how we are notified by the Police Department in order to be more proactive. They now let us know as soon as the first flake falls."

Tom McKittrick was one of the four test drivers. He was asked why the Ice B'Gone was better than its competitor. "If you're out plowing early you're usually scraping low enough to expose black asphalt. The Ice B'Gone salt had a better visual appearance, the public felt safer when they could see we were treating the roads. There was a strong feeling that the Ice B'Gone activated much faster than its competitor as

well. That factor, combined with the environmental upside of using an agricultural, corrosive reducing, liquid made it apparent that the Town was going to stay with Ice B'Gone."

"It only took a month into the first year's trial before it was decided to change all routes from salt and sand to pure treated salt only. Since then we haven't looked back." Don added.

He went on to say, "In the first year of trials, we estimated that spring clean-up was reduced by 4 weeks. In the 2nd year of using all treated salt we expect the clean-up time will drop by another 2 weeks, shortening the overall spring clean-up cycle by 6 weeks!"

"The Town committee members complimented the Highway Department on how quickly the storm clean-up was after the last flake is gone." Don added

Don left us with some words of advice, "I would definitely recommend to anyone that they talk to their sales rep about Ice B'Gone treated salt." ■





Treated Salt Prevails During Salt Shortage

Dale Hazzard, Highway Division Chief for Middlebury VT, used to use straight sand on gravel and straight salt on asphalt. Dale has a salt shed most municipalities would be envious of. Holding 3,000 tons of salt, Dale gets good use out of it!

Dale traditionally purchases his salt from Barrett's trucking, a Cargill Salt Distributor/Handler/Trucker. Barrett's offers local towns the same pricing as Cargill's State bid but on an open ended contract with no volume guarantees. Middlebury prefers to deal with Barrett's instead of putting out their own bid for straight salt.

Dale started the 2007-08 season with 500 tons of salt. He received 270 tons from a salt train derailment in the fall, and in December they ordered an additional 500 tons. They only received 300 tons of the 500 ton order. After that they were told, in late December, that Barrett's was out of stock. Sold out and the winter had just begun!

Dale ordered another 500 tons the first week of January. He was told again, by Barrett's, that they would be out of product for 2-3 weeks and it would be a while before they could even consider delivering a portion of his order. Dale,

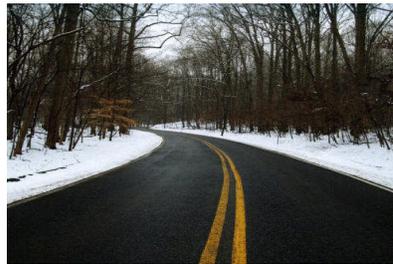
like many Vermont municipalities, immediately started searching for salt. American Rock Salt Co. was able to sell him 200 tons which dribbled in over a 4 week period. During that same period they received four loads from Barrett's, a load a week. During the month of January, Middlebury was riddled with pesky little storms that required more salt as the formations of snow and ice were unable to be plowed off.

In February, Dale contacted International Salt Co. They were offering a salt treated with an agricultural liquid called Ice

to 2-3 loads a week and American had run out of product. Sifto, situated in Canada, had originally offered 200 tons but was directed to deliver to New York State as they had run out completely. Dale couldn't catch a break.

After using salt and sand the majority of the winter, clean up in April was hectic. "What a mess!" Dale said, "One sweeper on two shifts a day could clean only a few roads, in turn over 40 catch basins were plugged solid and many more were half filled with sand, we needed a second broom tractor working nights." Dale estimates salt short-

age has cost him \$40,000 in extra clean-up costs, and that doesn't factor in the higher priced salts they were forced to buy or the extra \$35,000 of sand the town didn't normally buy for use on asphalt roads.



Road treated with Ice B'Gone treated salt * Picture courtesy of Sears Oil

B'Gone, an FED EPA Green Designated deicer. Dale ordered a hundred tons of treated salt from International. Unfortunately, he didn't order enough for a trial on the roads, so he used most of it on sidewalks. Dale stated "I noticed a substantial difference in lasting power, and melting power!"

In March they started mixing salt and sand. Barrett's was sending up

How can Middlebury prevent this from happening in the future?

1. Ordering the right amount at the right time.

In Middlebury's case, storage was not the issue. it was the timing of the purchase of the salt. For municipalities, the rule of thumb is to have at least half a year's use stored before the season starts. Middlebury had the storage but most

"It saved time, effort and machine usage. Overall it was deemed less expensive than mixing by ourselves onsite." - Mike Deak, Bridgewater CT on purchasing Ice B'Gone treated salt (pre-mixed)

Tips for Winter

Success:

#5

Get educated!

Seminars and Driver Training programs are a great way to learn about new methods and products.

municipalities can benefit from adding more storage at their yards.

Dale is going to approach his supplier for an early fill discount to try and cut a deal. Also, Dale suggests, a one to one ordering policy until the end of February, "Use a ton order a ton".

2. The use of contracts. There are two types of standard industry contracts: an open ended contract which offers a no volume guarantee and a "take or pay contract", whereby the municipality guarantees to take at least 50% of their estimate and the supplier agrees to supply at least

150% of the estimate. If the supplier doesn't meet the 150% volume estimate they are required to pay whatever the difference is on salt that the municipality has to buy at a higher price. In effect, this insures that your budgets will be somewhat insulated from a supply problem. These take or pay contracts also help the suppliers with inventory control and supply issues.

3. Knowing when to bid. Following a strong winter, where usage is high, bid early as salt is in short supply and pricing will be lowest early in the bidding season. In a low us-

age winter season, bid late as salt supply is strong and pricing will lower at the end of the bidding cycle.

When asked about his future plans, Dale stated, "No plans yet as they are swamped!" ■



Ice B'Gone treated salt makes plowing snow and ice a breeze * Picture courtesy of Sears Oil

Treated Salt Trial Peaks Hwy Super's Interest

Paul Pronovost, Highway Superintendent for the Town of Thomaston CT, explains how the town used to battle icing before Ice B'Gone treated salt. "We used to mix sand and salt at a mix ratio of 6 parts sand to 2 parts salt. It would take us 1 1/2-2 days to mix a full shed of over 1000 tons and we never calibrated our spreaders. We would use 3,000 tons of sand and 800 tons of salt in average winter. As the winter got warmer we would thin out the salt in the mix."

never ahead of the curve. We usually spent, in a normal storm, 4-5 hrs cleaning up after the last flake had fallen. Much more time was spent

trucks outfitted with on-board calcium systems, the corrosion was severe and the results were mediocre."



The Town of Thomaston CT Highway Crew

Paul continued, "We only went out when about an inch of snow was already on the road, we were

cleaning up after a severe storm. The year prior to using Ice B'Gone treated salt I had two

When asked why he decided to change, Paul responded, "It was James Kosier, Superintendent for the Town of Litchfield, who first introduced treated salt to us as well others.

My interest was peaked after I witnessed Litchfield's results in the winter of 2005/06 so I decided to do a trial. I Continued Page 13

"Phenomenal! Instant melt! ..." - Paul Pronovost , Thomaston CT on Nitrous II

Ice B'Gone Receives Federal EPA Recognition

FOR IMMEDIATE RELEASE

SEACO'S ROAD DE-ICER EARNS EPA'S DISTINGUISHED "DESIGN FOR THE ENVIRONMENT" DESIGNATION

Patented product is the only roadway de-icer in the U.S. to receive designation

Contact: Richard M. Barrett (315) 733-2313 Richard@paigegroup.com

ROME, NY ~ Rome, NY-based Sears Ecological Applications Company (SEACO) recently received the coveted Design for the Environment (DfE) recognition from the U.S Environmental Protection Agency (EPA) for its Ice B'Gone line of high-performance liquid de-icing products.



Now recognized as an EPA partner for safer chemistry, SEACO is the only roadway de-icer manufacturer and supplier in the U.S. to receive this designation. The DfE designation focuses on industries that combine the potential for risk reduction and improvements in energy efficiency with a strong motivation to make lasting and positive changes in the environment. <http://www.epa.gov/dfe/pubs/projects/formulat/formpart.htm>

The EPA recognizes products that are considered to be safer for the environment and authorizes them to carry the DfE emblem. This mark allows consumers to quickly identify and choose products that can help protect the environment and that are safer for humans, wildlife and habitats.

"We applaud SEACO for its leadership in developing an environmentally-oriented set of de-icers," said Clive Davies, Chief of the DfE program for the EPA. "They are to be commended for their commitment to improving the environmental profile and performance of their products and for leading change in the de-icing industry."

SEACO uses only organic, agriculture-based ingredients in its products, which are then blended with chloride salts and applied to ice and snow-covered roadways. These patented de-icing products are considered environmentally gentle because they are biodegradable and contribute to a 30% reduction in salt use as well as a 70% reduction in corrosion to bridges, roadway surfaces, equipment and vehicles.

The major reduction in salt usage is attributable to the fact that, because of the chemistry between the salt and the addition of SEACO's patented formulation of low molecular weight carbohydrates, or sugars, the blended product works much longer and to significantly lower temperatures. Since considerably less chloride salt is needed and applied, less of it eventually finds its way into watersheds and runoff, thereby improving water and environmental quality.

The Design for the Environment recognition process begins with information that scientists already know about each product's ingredients and how these ingredients affect living elements and ecosystems. Where that information doesn't tell the full story, the EPA examines an ingredient's chemical structure - specifically its components and shape - to understand how it can potentially impact the environment and those that exist within it.

The DfE program works with nearly 20 industrial sectors to empower business and industry to incorporate environmental, performance and cost considerations into their decision-making processes. The program recognizes the use of cleaner and more efficient technologies in order to promote environmental protection.

"SEACO is indeed proud to earn this recognition and pleased to work with the EPA to offer superior products that are now recognized as more acceptable for the environment," said David Wood, SEACO's president. "As responsible corporate citizens, we're committed to the support of global green initiatives. Earning this designation distinguishes us in the de-icing industry and is consistent with our organizational mission and vision to act as stewards of the environment when developing products and technologies."

For additional information, please call 888-847-3226 or visit online at www.icebgone.com.



Magic Salt™ is a patented agriculturally enhanced ice melter. Safer for plants, people, and pets.

Performs to -30C / -22F Degrees

- More effective than rock salt or calcium chloride.
- Melts black ice and hard packed snow.

Environmentally Friendly

- Consume 20-40% less ice melter.
- Designated by the EPA as "Designed for the Environment".

Corrosion Inhibitor

- 80% less corrosive than rock salt.
- Less harmful to walkway and driveway surfaces.

Pet Friendlier 

- Biodegradable/water soluble.

All Season Performance



PROMELT SLICER - A medium grade homogenous road salt in which each particle contains all 4 common chlorides plus over 20 trace minerals. PROMELT SLICER is effective to -18C (0F).



DOWFLAKE XTRA - Calcium chloride boasts the lowest working temperature -45C (-49F) of all commonly used chloride deicers. Unlike rock salt, flake calcium chloride generates heat (exothermic) as it melts ice and snow.



MELTDOWN™ - is the latest Magnesium Chloride winter solution. Fully PNS approved, MeltDown™ is available with various corrosion inhibitor packages. It is an excellent, economical anti-icing or onboard pre-wetting agent.



PROMELT ULTRA - Treated salt with Caliber® M2000 greatly enhances the performance of the salt, especially at colder temperatures. Increased performance to -30C (-22F).



ProPatch™ - A permanent repair for potholes, broken pavement and large cracks. Applied in 3 simple steps and the area can be opened to traffic immediately.



CALIBER DE-ICERS® - Magnesium chloride-based blends of Caliber de-icer can be used for anti-icing, de-icing, pre-wetting or stockpile treatment. Melt more snow and ice at lower temperatures and use less salt.

FOCUS ON ICE MELTERS

Innovative Surface Solutions

When it comes to being an ice melter supplier, dependability is a critical element in satisfying distributors and end-users alike during harsh winter weather. Being dependable is a major strength for **Innovative Surface Solutions**.

Although many last winter experienced a severe salt shortage as companies simply couldn't access ice melter, Innovative was able to maintain its supply throughout the entire winter season, according to **Bob Wilson, Vice President of Sales & Marketing**.

"This, combined with our U.S. division's expanded territory within the northeastern United States — covering Illinois to Maine — has allowed us to experience compounded growth year after year, even when there has been

"From all reports, the pipeline going into next year is empty. It's important for distributors to make sure their clients have the right products for their needs, and having an inventory prior to the season is a sure fire way of ensuring they don't get caught off guard with early winter weather events."

— Bob Wilson, Innovative Surface Solutions VP Sales & Marketing

lower than normal precipitation totals," Wilson said.

Innovative carries a full line of de-icing products — from traditional rock salt to pure magnesium and calcium chloride. That being said, the company's focus is on the environment and innovation as this is where it sees the ice melter market evolving.

"To this end, we have engineered our signature product called Magic Salt™, containing an organically enhanced liquid which acts as a freeze point depressant, inhibits the corrosive nature of salt on concrete and is more environmentally friendly than common salt-based de-icers," Wilson said. "It works to -30 C/-22 F and has superior ice melting capacity. Magic liquid has just been awarded the 'Design for the Environment' designation from the U.S. Environmental Protection Agency, and it's the only de-icing product to carry this distinction."

Other quality ice melt products from Innovative include:

- **MAG**, a magnesium chloride that comes in both flake and pellet forms and works to -27 C/-17 F. MAG is gentle to people, plants and the environment, and can be used as a de-icer or dust suppressant;

- **DowFlake Xtra 83-87** percent calcium chloride flake is a hot, exothermic (heat generating) de-icer that works to -45 C/-49 F. It can also be used in dust suppression; and,

- **ProMelt Slicer** is Innovative's blended ice melter and is an all natural product, containing 4 homogeneous active de-icing ingredients. It works to -18 C/0 F.

It should be noted that Innovative, along with its partner company **EnviroTech Services of Greeley, CO**, are the largest marketers in North America for liquid de-icers, predominantly to government agencies. Wilson said liquid magnesium and calcium chlorides stored at strategically placed terminals within the United States and Canada offer Innovative's customers peace of mind, as many companies don't have the infrastructure in place to handle the volumes associated with an unpredictable winter.

"Our Magic and Caliber liquids used for anti-icing, de-icing, on-board pre-wetting and stockpile treatment allow our clients to choose the product best suited for any application," Wilson said. "Our main business has been to work with government agencies (eg. Pacific Northwest Snowfighters) in developing the latest, cutting edge technologies for fighting snow and ice. The use of liquids to enhance the performance of dry salt is now a key technolo-

gy in improving service levels to the driving public while reducing total chloride usage. We are transferring this technology from the public sector to the private sector with our new enhanced Magic Salt and Caliber Treated Salt products."

Innovative began operations in 1986 and under the Innovative umbrella are two companies — **Innovative Surface Solutions (Canada)** and **Innovative Municipal U.S. Inc.**

"We are a full service provider to the de-icing industry. We also carry a full line of dry and liquid dust suppressants and a high performance cold mix pothole patch. Our head office is located in **Ajax, Ontario**, just outside of Toronto," Wilson said.

Although the summer season is in full swing, there is no time like the present for distributors and end-users to start thinking about their ice melter needs. Wilson advises distributors to "start now!"

"Absolutely, they should be contacting their clients right now.

From all reports, the pipeline going into next year is empty. It's important for distributors to make sure their clients have the right products for their needs, and having an inventory prior to the season is a sure fire way of ensuring they don't get caught off guard with early winter weather events," Wilson said. "Providing clients with product and pricing options now allow distributors to plan for the fall and move product from their warehouse into their customers' stock. Early fill and pre-season promotions are an effective way of providing clients peace of mind should the weather come early."

He added that because the use of liquids is growing dramatically, Innovative offers tank programs to clients who don't have the resources to hold sufficient inventory to make liquids economical.

"Early fill promotions are also offered to our packaged clients to encourage bringing in product early to be ready for the season," Wilson explained.

Being knowledgeable about the different ice melters available in today's marketplace is also vital for both distributors and end-users alike. Wilson said there are many misconceptions as to the effectiveness and environmental impact some de-icers have. Distributors should be well versed on the attributes of commonly used de-icers.

"Just because a de-icer has CMA or an organic in it doesn't mean that it has organic or CMA attributes. Their effective (not eutectic) melting temperatures, percentage of ingredients, application rates and so on are all extremely important," he explained. "At Innovative, we take a consultative approach to a customer's needs. No one ice melter is designed to combat all de-icing situations. Innovative designs programs so clients can get cost effective products for their particular applications."

He added that many ice melters claim to inhibit corrosion, but don't have the necessary percentage of ingredients to accurately make that claim. Customers depend on the advice of professionals to assure them that a product will do

what is promised.

"Ice melters will not work until they go into a brine (become a liquid). Using products that are not meant to work below certain temperatures opens clients to liability resulting from slip and fall accidents," Wilson said. "The added cost of using more effective ice melters certainly outweighs just one slip and fall."

Innovative offers its client base a "good, better, best" solution to better meet their needs.

"We pride ourselves on our diverse product line and geographic distribution channels. We will consult with our clients, discussing their needs and expectations before providing our solutions," he explained. "A product that may be used for common areas such as parking lots and driveways may not be best suited for an entranceway into an upscale office building.

"Based on feedback from clients, we'll offer a program that fits their needs and budgets. Due to a large increase in the use of liquids over the last several years, our consultants will also work with clients on driver training to ensure the products are being used properly to obtain optimum results."

Wilson added that the Innovative Web site also offers valuable information on choosing an ice melter and the proper application for each product.

At Innovative, quality customer service is essential to the company's growth. Wilson said it's important that clients receive friendly and knowledgeable service at all times.

"Innovative has put together an excellent customer service team because in many cases, these are our front line personnel. We train all of our employees on the features and benefits of not only our products, but those of our competitors," Wilson said. "Although we encourage all of our clients to hold enough inventory to carry them through at least one storm, there are many who don't have the space available to do so, resulting in panicked phone calls looking for product 'yesterday.' Combine their need for product and the ability to ship the product expediently can have a very emotional effect on customers.

"Having a courteous, well informed customer service staff is imperative when dealing with the issues of a seasonal business."

To help guard against distributors and end-users viewing

"Based on feedback from clients, we'll offer a program that fits their needs and budgets. Due to a large increase in the use of liquids over the last several years, our consultants will also work with clients on driver training to ensure the products are being used properly to obtain optimum results."

its quality ice melter products as just commodity items, Wilson said it's important that Innovative differentiate its lineup through the use of education and innovation.

"Our Magic liquid, for instance, was awarded the 'Design for the Environment' designation from the U.S. EPA, the only de-icing product in North America to receive this honor," Wilson said. "Salt will always be used for its inexpensive front-end cost, but there are ways to improve its effectiveness through the use of liquids, while reducing the amount of chlorides going into our environment."

Contact: **Innovative Surface Solutions Inc.**,
78 Orchard Road, Ajax, Ontario L1S 6L1.
Phone: 1-800-387-5777; Fax: 905-683-9444.
info@innovativecompany.com.
www.innovativecompany.com.



INNOVATIVE MUNICIPAL
PRODUCTS (US) INC
(I.M.U.S.)

P.O. Box 712
Niagara Falls, NY 14302

Phone: 800-387-5777
Fax: 905-683-9444
E-mail: info@innovativecompany.com

*“Providing
Environmentally Safer
Solutions through
Innovation”*



IMUS is a market leader in providing creative environmentally safer solutions for pothole repair, de-icing and dust control. Together with strategic partner EnviroTech Services Inc. (Greeley, CO), IMUS is the largest marketer of liquid de-icers and dust suppressants in North America. IMUS has the largest terminal network in the North-eastern Seaboard with inventory capacities in excesses of 50,000,000 gallons insuring reliability of supply no matter how harsh the winter gets. IMUS strives itself on developing unique client programs that are specific to their service level and environmental objectives.



Treated Salt Trial Peaks Cont...

came to an IMUS Winter Driver Training class put on by the Litchfield Council of Governments. I came away with a strategy and enthusiasm to try something new.”

Paul went on to add, “In the 2006/07 winter season, I took advantage of the Tank Program sponsored by IMUS Inc. I then switched immediately to Mag for onboard systems and purchased 50 tons of Ice B’Gone treated salt from International Salt. It was apparent, after the first few storms, that this was the way to go and I switched completely over to all treated salt, no sand.

What other changes did Paul have to make to go from mixed material to Ice B’Gone treated salt?

“I had to change our application rates. We closed the doors on the spreaders from 3” to 1”, some had to open 1/2” some had to close 1/2”, we fooled around with it to find the best fit. The next step was our timing. We advised the police department that call-outs were now to occur as soon as the curb line is becoming white. We had to get the treated salt underneath the snow.”

The results of those

changes, according to Paul; “Our clean-up time went from 4-5 hours down to 1/2 then down to nothing. The residual effect from storm to storm was so strong we didn’t have to go out at all sometimes during the 1-2” storms. During the storms our service levels were great. There were no complaints on hills and accident rates went from 6-7 to one!”

Paul was happy to comment on Nitrous II (the practice of adding 8-10 gallons of liquid Ice B’Gone to treated salt), “Phenomenal! Instant melt! I anti-iced, with liquid, in front of town hall and sidewalks and that

was very successful as well.”

What does the future hold for Paul? “More on-board pre wetting,” he says, “And possibly anti-icing with liquids and treated salts in parking lots. I’m looking forward to it.”

■