



**POWERFUL. EFFECTIVE.  
ECO-FRIENDLY.**

**NOT ALL ICE MELTERS ARE CREATED EQUAL**



# NOT ALL ICE MELTERS ARE CREATED EQUAL

## KNOW YOUR PRODUCT

- **EFFECTIVENESS:** Speed, melting temperature and refreezing
- **WHAT'S IN THE BAG:** Ingredients, additives and how they're applied
- **GRANULES:** Size matters. So does the visibility (or lack of it)
- **ENVIRONMENTAL IMPACT**
- **SAFETY FOR PEOPLE + PETS**
- **EFFECT ON CONCRETE**
- **RESIDUE:** Added labour + expense



# HOW GRANULAR ICE MELTERS WORK

How fast or slow brine is created or lasts without refreezing is central to speed, performance, re-application and environmental transfer



Granules produce brine solution on contact with snow and ice.



Brine bores through snow and ice, breaking the bond with concrete so removal can take place



Blending ingredients maximizes effectiveness at different speeds and temperatures

# HOW TO APPLY ICE MELTER

## **DRY POWDERY SNOW**

Can be shoveled or swept. May not require ice melter

## **SLEET/FREEZING RAIN**

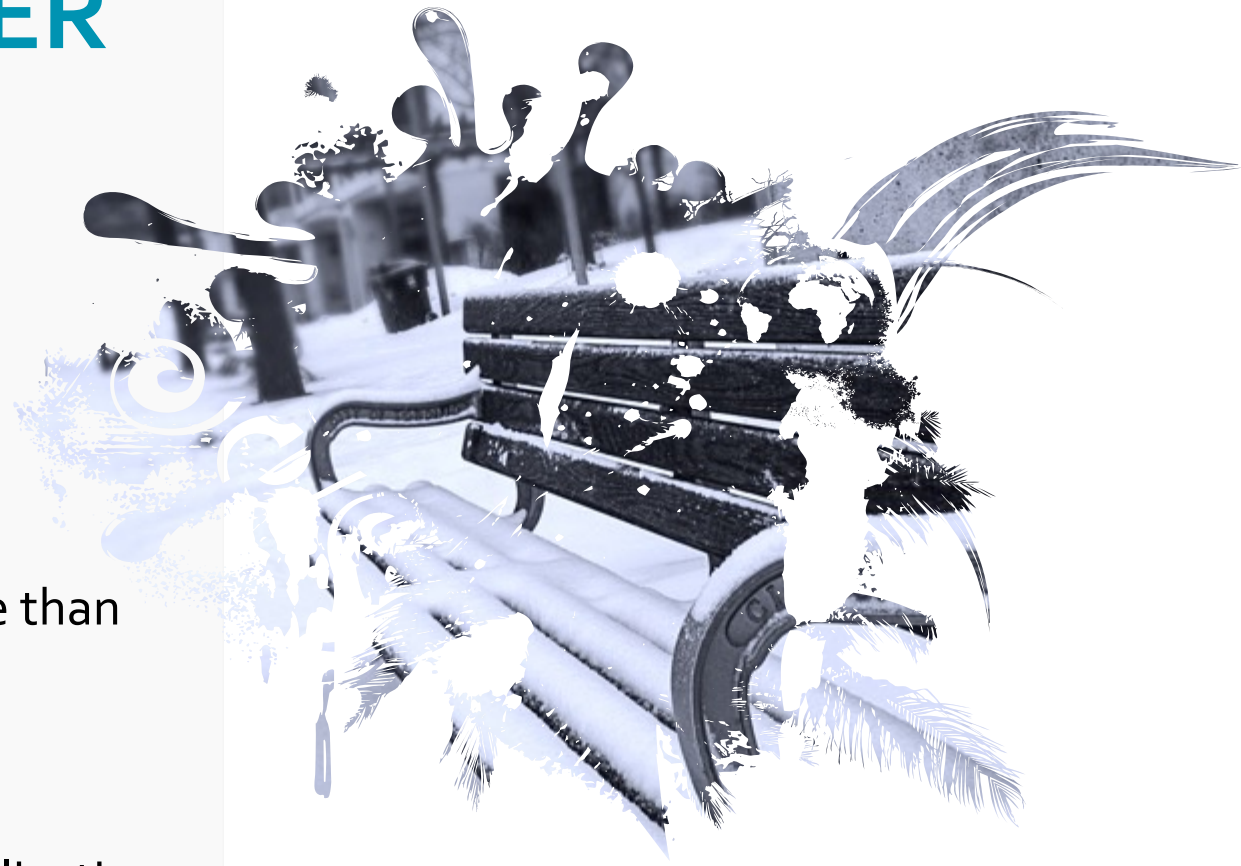
Apply early to prevent build-up

## **WET/HEAVY SNOW**

Apply as soon as snow falls to prevent bonding. If more than 2 inches, shovel excess and reapply if required

## **LARGE ACCUMULATIONS**

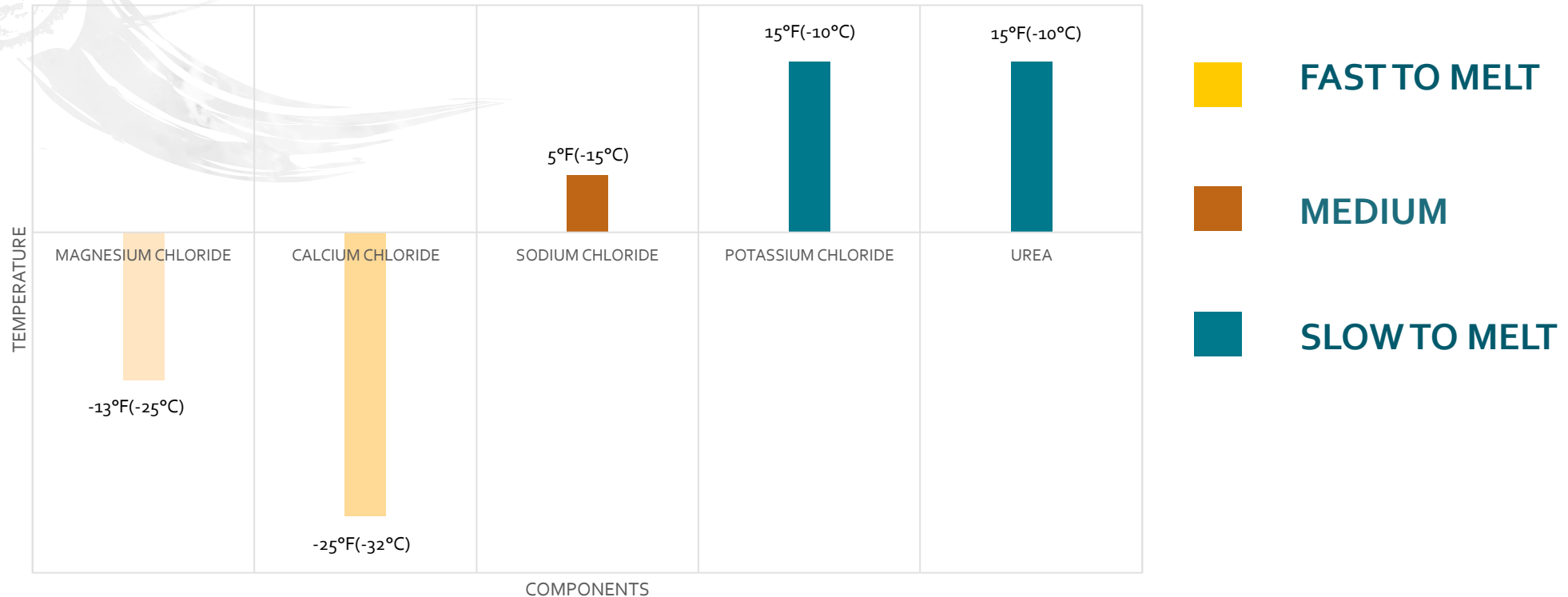
Plow or shovel accumulations over 2 inches before application to remaining snow



# FAST OR SLOW?

HLF blends ingredients to maximize low temperature, speed and longevity. Magnesium chloride acts as a catalyst.

MELTING TEMPS & SPEED





**KNOW YOUR PRODUCT**  
**EFFECTIVENESS**

**FAST OR SLOW?**

**Speed and melting temperature matter and every granule counts.**

Different ingredients melt at different speeds and to different temperatures. A blend is best – ideally one that creates brine quickly and has longevity to minimize refreezing + reduce risk of liability and the need for additional application.

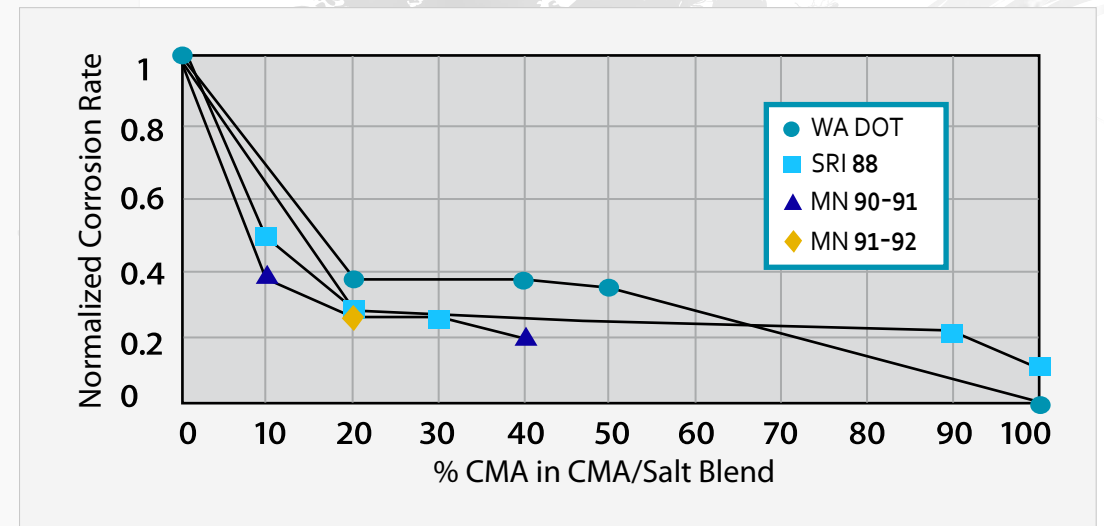
**It's the combination and the coverage that matter.**

## KNOW YOUR PRODUCT

# WHAT'S IN THE BAG?

## Is the CMA additive really inhibiting corrosion effectively?

- Blends require a minimum of 20% CMA to be effective. Most don't. It's cost prohibitive.
- Low amounts of CMA also means it's unevenly distributed + applies unevenly, reducing effectiveness further



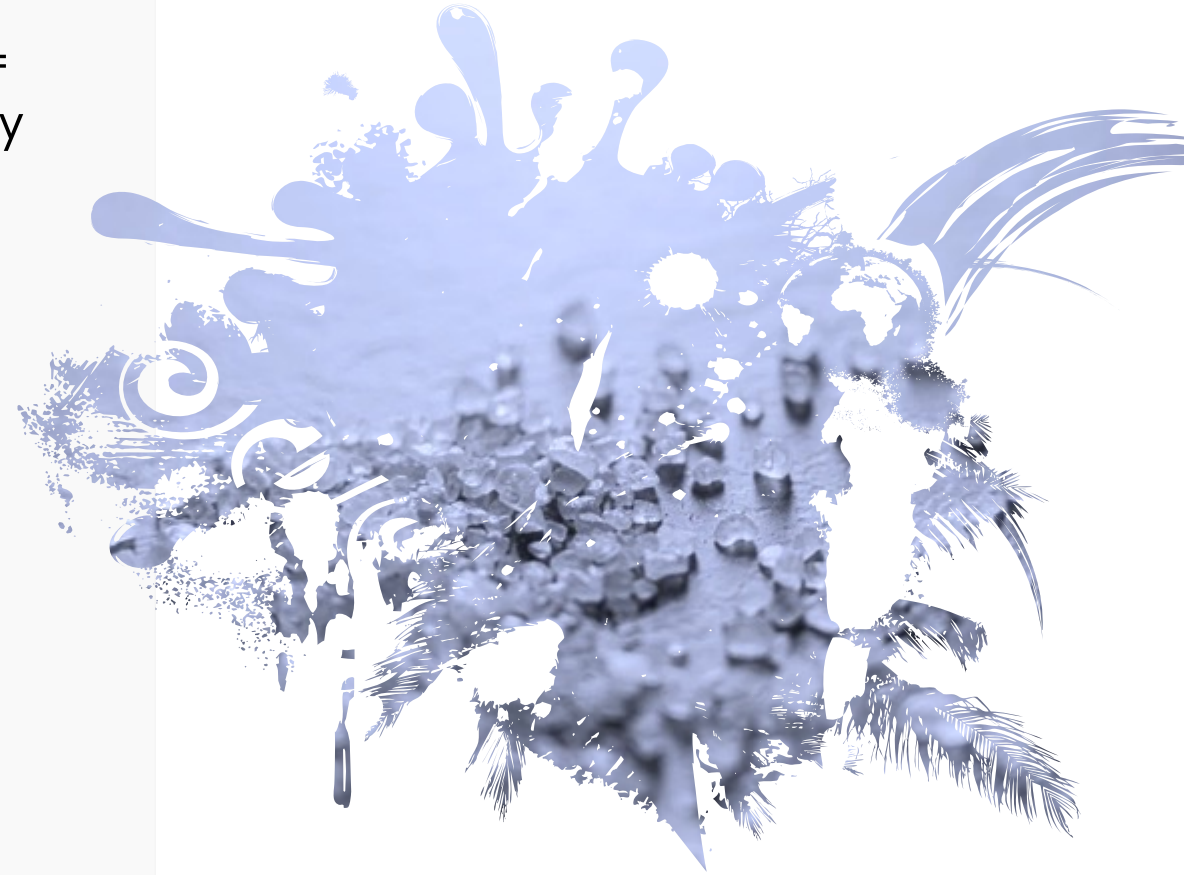
## KNOW YOUR PRODUCT

# GRANULES

- **Too small and dusty:** Dilutes and quickly refreezes = slicker surface, increased safety risk and need to reapply
- **Too big:** Large granules, like rock salt – take longer to melt through and residual granules transfer onto vegetation, damaging grass + shrubs
- **No colour? What you don't see can hurt you.**

Colourless granules cause over-application

Excess is transferred onto vegetation





# KNOW YOUR PRODUCT ENVIRONMENTAL IMPACT



## What's the cost to your landscape and the environment?

The more you use, the higher your risk of damage.

- Chloride-based products can damage vegetation
- Colourless products make it more likely to over-apply, increasing damage and product costs

Words like 'green' and 'eco' are not always what they seem.

- Do independent lab tests and environmental bodies support claims?
- Make sure the technology is backed by science

KNOW YOUR PRODUCT

## SAFETY FOR PEOPLE AND PETS

**The less friendly, the greater your liability.**

- When used as directed, how safe and gentle is the ice melter on skin and hands?
- On sensitive paws?



## KNOW YOUR PRODUCT EFFECT ON CONCRETE



## What's the cost of damage repair to buildings, walkways and parking lots?

- Over-use and improper use increase applications, increasing risk
- Directions for use and warranty are not always clear, legible or supported by the manufacturer

### DID YOU KNOW?

Most concrete damage is caused by the natural effects of freeze-thaw cycles, **NOT** ice melter chemicals. Water gets in surface pores + cracks, refreezes and expands.

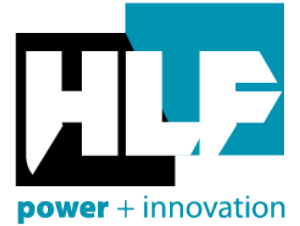
## KNOW YOUR PRODUCT **RESIDUE**

**That dirty mess on footwear, floor and carpets –  
extra labour, extra \$\$\$.**

- Sodium + potassium chlorides leave a dry white residue easily cleaned with water
- Calcium chloride can leave residue on floors requiring specialized neutralizing and conditioning agents to clean
- Traction aids, like sand, does not melt ice and can scuff and pit polished surfaces



# WHY HLF PRODUCTS ARE BETTER



- Every granule is coated in proprietary **FS2000™** – proven technology + science for maximum corrosion protection, superior melting speeds effective at extreme temperatures
- Consistent, perfectly-sized granules for total coverage + optimized melting
- Fast acting, long lasting
- Distinctive colour markers improve safety, visibility + minimizes overuse
- Save money using less product with lower application rates
- When used, every granule is coated in CMA



## ...WHY HLF PRODUCTS ARE BETTER

# Liability insurance in a bag or pail

- ICE RID+ named by the EPA as a SAFER CHOICE® product
- FIRESTORM FREE qualifies for LEED points
- Safer for people and pets when used as directed





## PROPRIETARY TECHNOLOGY THAT OUTPERFORMS THE COMPETITION

- Proven proprietary scientific innovation significantly melts snow + ice faster and at lower temperatures
- Exceeds stringent environmental specs set out by the PNS
- Prevents snow and ice from bonding to concrete or pavement
- Powerful corrosion inhibitor
- Evenly coats every particle of every product for maximum effectiveness



# THE #1 SELLER

Magnesium chloride, sodium, urea blend with FS2000™

- Designated by the US EPA as a **SAFER CHOICE**® environmental product
- Top-performing synergistic blend starts melting instantly
- Melts at extreme temperatures and lasts long



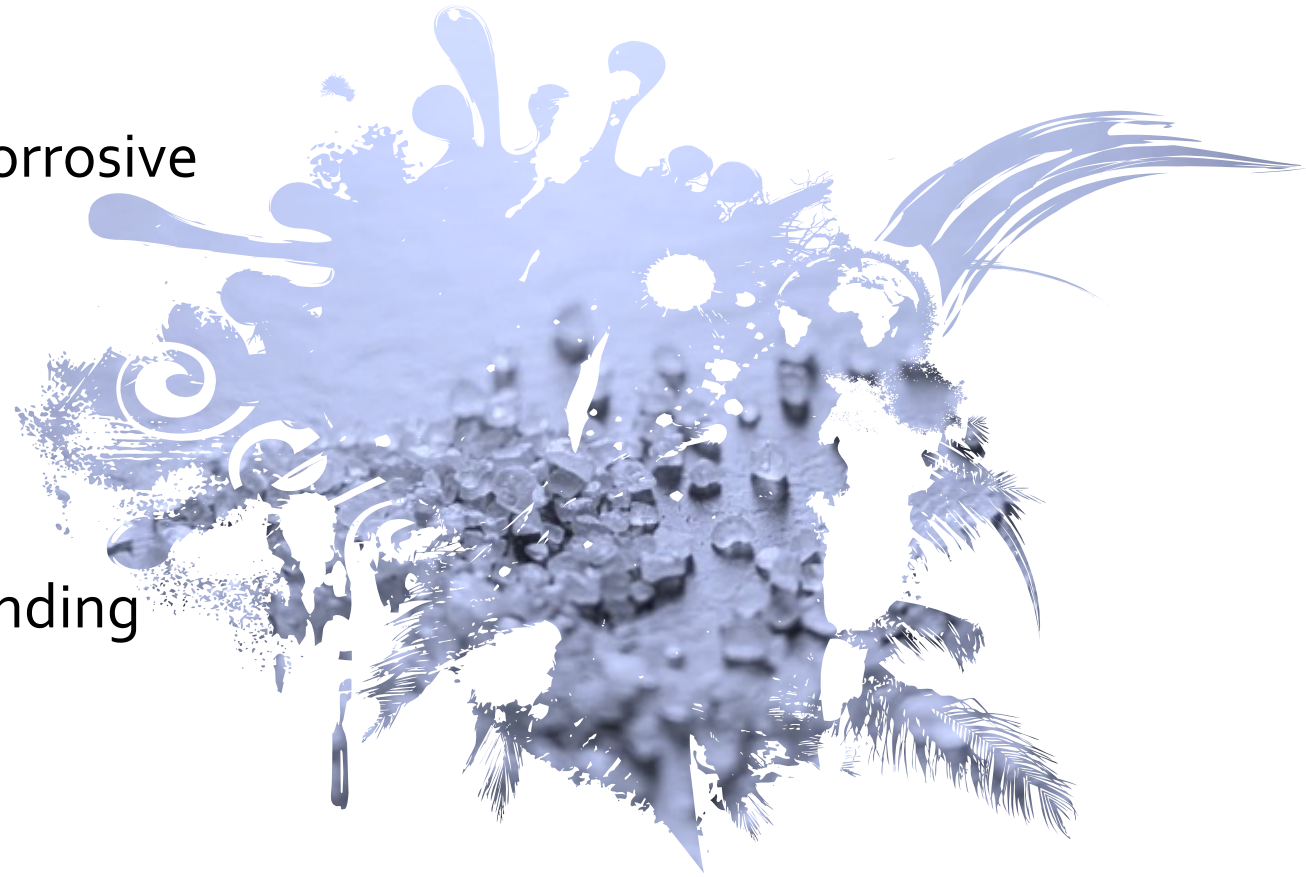
#3914 20 kg bag  
#3914-18 18 kg pail





## ICE RID+ THE #1 SELLER

- Effective corrosion inhibitor – 70% less corrosive than salt
- Effective to -32°C (-25°F)
- Outperforms other ice melters
- Distinctive blue colour marker
- Safer for pets, people, concrete + surrounding vegetation when used as directed



THE SAME INTENSE POWER. THE SAME UNIQUE FORMULATION

# THE ONLY THING DIFFERENT IS THE COLOUR

We've been working a long time to earn the right to be an approved  
SAFER CHOICE® partner. We met all their stringent criteria  
– the only change they required was the colour

- New **blue** colour is approved by the US Environmental Agency (EPA) for direct release into the environment.
- Same product. Same performance. More credibility than ever.



**GREEN** TO **BLUE**: A SIMPLE CHANGE. A SAFER CHOICE THAN EVER.

# ICE RID+ EARNED THIS HARD-TO-GET ENVIRONMENTAL DESIGNATION

And we're proud of it.

- ICE RID+™ has been named by the Environmental Protection Agency (EPA) as a **SAFER CHOICE**® environmental product
- SAFER CHOICE® ice melter products are EPA approved for direct release into the environment



# LEED POINT-BASED LIABILITY PROTECTION

Half the cost of CMA with improved performance

- No chlorides, acetates or nitrates. Readily biodegradable.
- Can contribute to LEED® points in Canada and the US
- 25-33% lower application rates than chloride blends
- **Blue** marker prevents overuse, increases pedestrian safety
- Exothermic reaction is fast-acting, long-lasting
- Melts to -23°C (-9°F)
- Non-corrosive, safe on concrete, safest for the environment



# FS2000 LIQUID ANTI-ICING COMPOUND

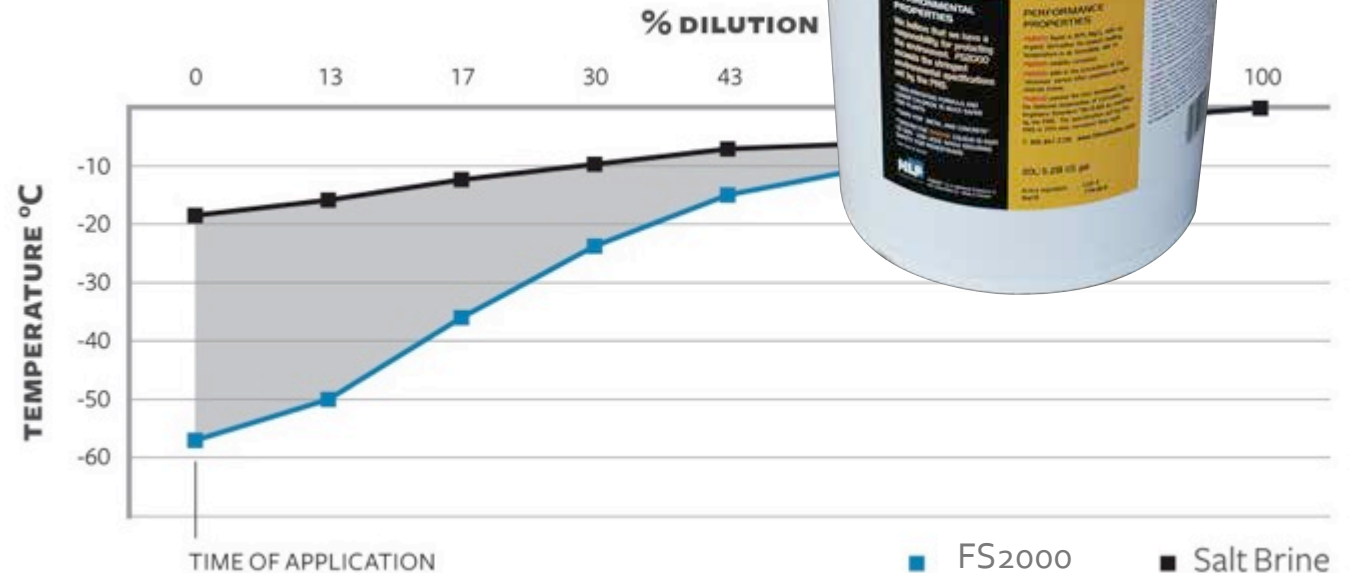
Almost like having a heated sidewalk

- Efficient and cost-effective – one pail = 7 bags
- Powerful corrosion inhibitor
- Reduces chloride use by 83% \*
- Zero environmental transfer
- Zero tracking or residue



**fs2000**<sup>TM</sup>

\*Compared to chloride-based granular ice melters



# THE NATURAL ALTERNATIVE

Peak performance while minimizing environmental impact

- Natural FS2000 coats every particle to melt faster at lower temperatures for pedestrian safety
- Corrosion inhibitor reduce
- Melts to  $-24^{\circ}\text{C}$  ( $-11^{\circ}\text{F}$ )
- **Green** marker reduces environmental impact, prevents overuse, increases pedestrian safety



#3919 18 kg bag  
#3918 10 kg bag



# MAKES ICE + SNOW DISAPPEAR

Quick, safe, effective and long-lasting

- Melts to -23°C (-10°F)
- Fortified formulation: CMA and FS2000 on every granule for corrosion protection, speed and low melting temperature
- Safe for pets, people, concrete and vegetation
- **Blue** marker prevents overuse, increases pedestrian safety

**VANISH**  
SNOW AND ICE MELTER

With  
CMA and  
FS2000

20 kg/44 lbs

With  
CMA and  
FS2000

- FAST ACTING
- LONG LASTING
- EFFECTIVE TO  
-23°C/-10°F
- HIGH VISIBILITY  
BLUE MARKER
- SAFE ON CONCRETE  
AND VEGETATION\*
- PET FRIENDLY

\*when used as directed

Fortified formulation  
makes snow and ice  
**disappear** – quickly,  
safely and effectively

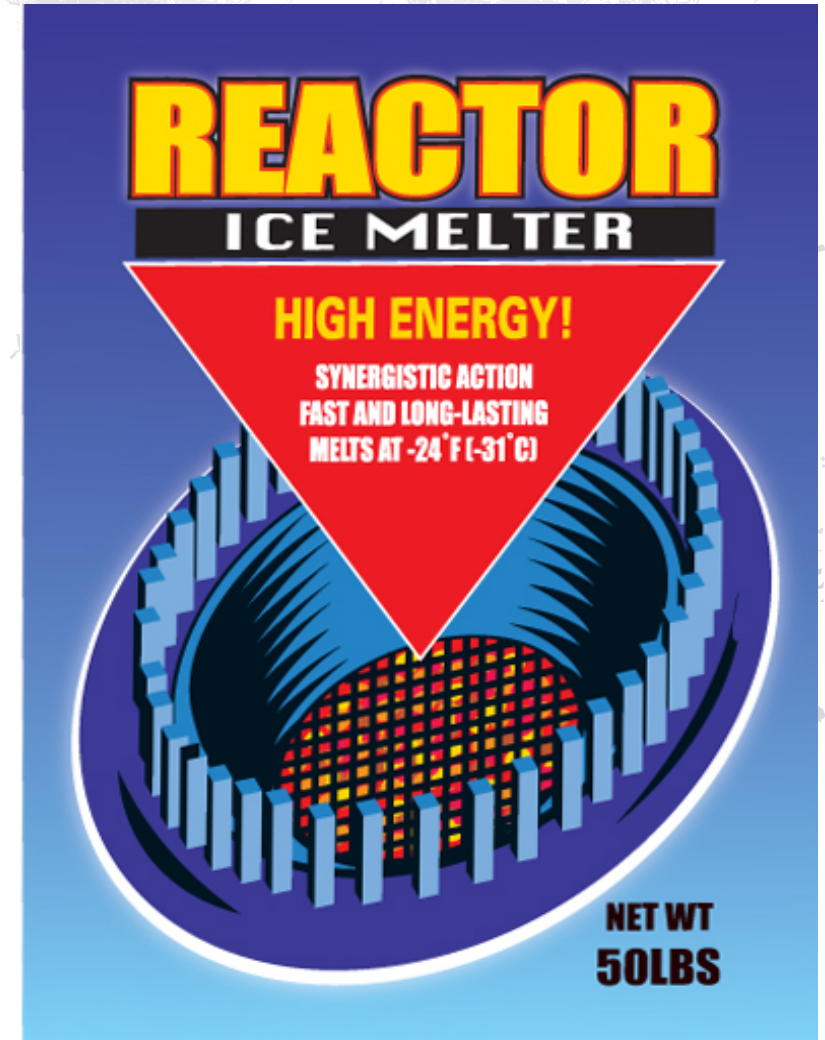
**VANISH**  
SNOW AND ICE MELTER

# PERFORMANCE + VALUE

In a powerful ice-melting formula

- Melts to  $-31^{\circ}\text{C}$  ( $-24^{\circ}\text{F}$ )
- High-energy blend: calcium chloride, sodium chloride and urea
- Proven performance, speed and staying power. Prevents refreezing.
- **Green** marker prevents overuse, increases pedestrian safety

**REACTOR**  
ICE MELTER







## WHY CHOOSE HLF?

**We know ice melters. They're our entire focus.**

**Innovative, research-driven ice melters with proven performance.**

**Powerful name brands and private label products, all backed by single-source, state-of-the-art manufacturing, logistics, distribution, technical and sales support.**



power + innovation

LEADERS IN ENVIRONMENTAL  
ICE MELTING TECHNOLOGY

*Swish*

[info@swishclean.com](mailto:info@swishclean.com)

