

Calcium Chloride (CaCl₂)

- Melts to -25°F
- Is the fastest, most effective ice melt available
- Premium-priced, similar to magnesium chloride, but pound-for-pound, melts twice as much ice
- Comes in pellet or flake form
- Is hygroscopic, drawing moisture from the air and creating heat to accelerate the melting process
- Vegetation, corrosion and concrete performance is equal to competing materials, including magnesium and potassium chloride



PELADOW Premier Ice-Melt – The Best on Ice

No other ice-melt product works on snow and ice better than PELADOW Calcium Chloride Pellets. Comparative performance tests and scientific research prove that it is the premier choice for ice melt. With its fast melting action and cold-temperature performance, PELADOW calcium chloride is easily distinguished from other ice melters because it:



- Contains more than 90 percent calcium chloride, the most effective material for melting ice and snow.
- Melts ice 2 to 13 times faster than other ice-melt materials.
- Absorbs moisture and generates heat to speed melting.
- Penetrates through ice 2 to 14 times faster than competing materials.
- Performs in a wider range of winter temperatures, even extreme cold.
- Provides peace of mind by making steps, walks, driveways and parking lots safer.
- Ensures the same vegetation, corrosion and concrete performance as other ice-melt formulations, including magnesium chloride, potassium chloride and rock salt.

PELADOW calcium chloride outperforms other ice formulations in all winter conditions. For example, in the first 20 minutes at 20°F, PELADOW pellets melt:

- 2X faster than NaCl
- 3X faster than MgCl₂
- 3X faster than Urea
- 7X faster than KCl
- 13X faster than CMA

While competing products stop working at 0°F, PELADOW pellets keep working even when the temperature plummets to -25°F, the lowest effective temperature of any ice-melt product.

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 (CaCl₂)
- 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.

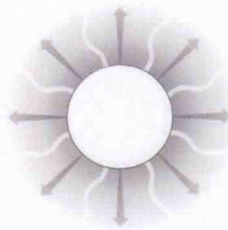
The Science of Snow and Ice Control

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

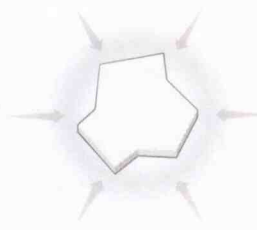
- Ability to attract moisture
- Heat-generating reaction
- Round shape

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.



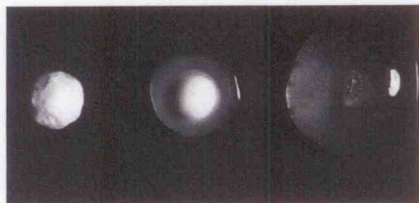
PELADOW™ generates its own heat from the reaction that creates brine.



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.

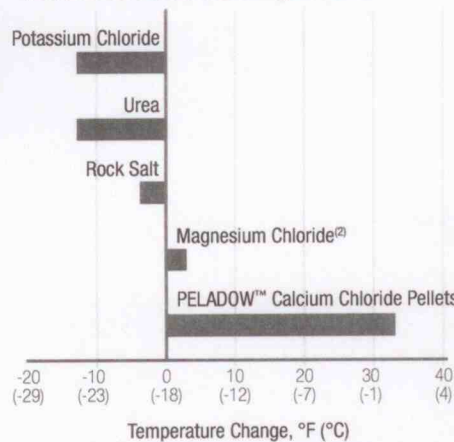
A melt-volume comparison at 5°F (-15°C) reveals how PELADOW™ is much more effective at melting snow and ice than other ice-melt materials. While magnesium chloride loses effectiveness at 0°F (-18°C), PELADOW™ continues working to -25°F (-32°C), the lowest effective temperature of any ice-melt product.



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

Heat Release Properties⁽¹⁾

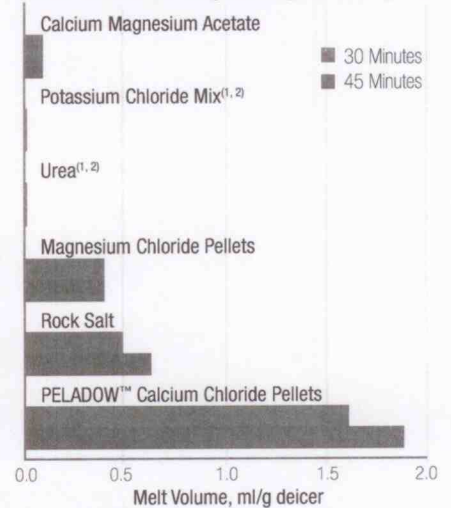
1 lb. Deicer Dissolved in 1 gal. Water



(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

