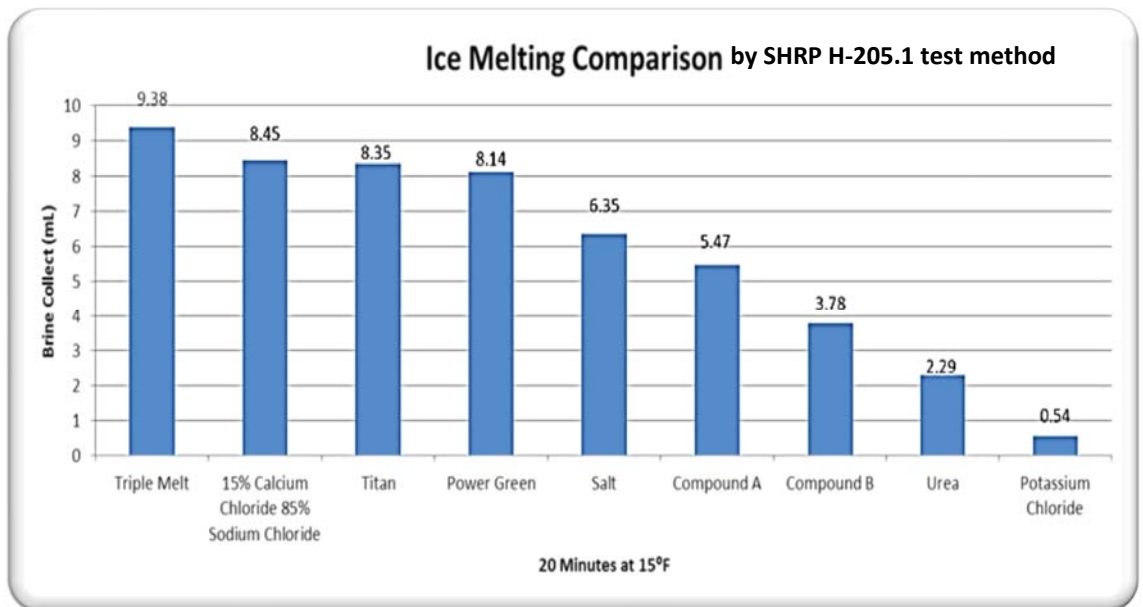


Standardized Testing Compares Melt Values

Measuring a Product's Ice Melting Performance

Melt Value = ml of Brine Collected from Melted Ice at a Set Temp & Time
Defined by Strategic Highway Research Program (SHRP)



Melt Value is the best way to determine the effectiveness of an ice melter, since it is independently verifiable and does not rely on claims on the label. The *higher* the melt value, the *more* ice is melted into brine more *quickly*.

A higher melt value gives you a clear surface in *less* time with less product & less mess,

Choose Products with the Highest Melt Values