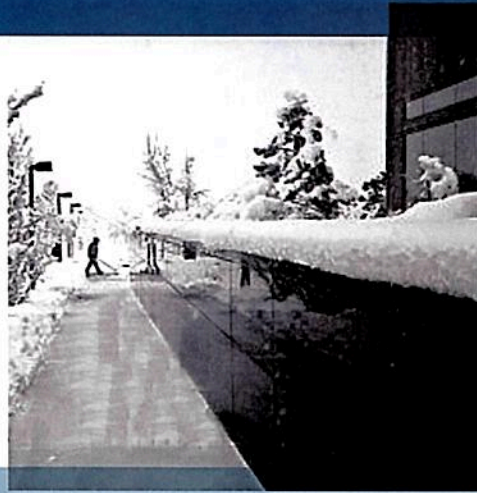


PRO SERIES 550
SELECT BLEND®
 ICE MELTER

SafeStep®



PRO SERIES® 550

BUYER'S GUIDE

KEY FEATURES

Employs an exclusive blending process (not a simple blend)

Sodium chloride based

No need for gloves or goggles

Non-hygroscopic; doesn't absorb moisture

Established, respected brand with distinctive package design, selling features and bilingual instructions

Nationally distributed

BENEFITS

- * Scientifically formulated for maximum melting power
- * Melts ice down to 0°F/-18°C

- * Safe on air-entrained, cured concrete when used as directed
- * Safe for pets when used as directed

- * Safe to handle; won't harm skin

- * Won't harden or clump in the bag
- * Provides extended shelf life

- * Easier and faster sell-through

- * One-stop supplier
- * 'All-In-One' Truck Program for product mix & match