



# MELTDOWN<sup>®</sup> ABSOLUTE ZERO

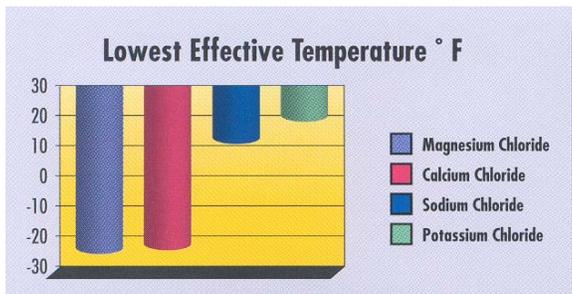
MeltDown Absolute Zero<sup>®</sup> is an environmentally friendly, low-corrosion de-icing product used to clear snow and ice from walkways, driveways, parking lots, and roadways.

De-icing Products Benefit Comparison Chart					
	Calcium Chloride Pellets	MeltDown Beneath Zero	Potassium Chloride Granules	Sodium Chloride Rock Salt	Magnesium Chloride Hexahydrate Crystals
Highest Benefit = 5 Lowest Benefit = 1					
De-icing Rate-Speed to work (0° at 5min.)	3	5	1	2	4
Effective De-icing Temp.	5	3	1	2	4
Melting Cap. At 0°	5	3	1	2	4
Corrosion Level	1	4	2	3	5
Vegetation Safety	2	3	4	1	5
Overall Value	16	18	9	10	22

**Sources:** De-icing rate – paradigm Chemical, LLC, study, May 2002 and Illinois field test January 2003. Effective de-icing temperature – manufacturer’s sale literature and lab studies. Melting capacity (ml of melted ice) – Paradigm Chemical, LLC, study 1999 – 2003. Vegetation safety – University of Utah study, Iowa Turf Study, 1998.

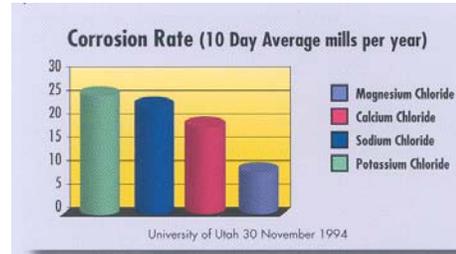
**Product Composition.** MeltDown Absolute Zero contains 100% magnesium chloride hexahydrate. This is a naturally produced product utilizing a solar evaporation process. Once the evaporation process is completed the brine is purified and concentrated to produce MeltDown Absolute Zero. This natural process produces one of the highest quality, cost effective, and environmentally friendly de-icing products in the world.

**How Does MeltDown Absolute Zero Work.** De-icing products don’t begin to perform until the solid becomes a liquid. It is this liquid that does the actual job of de-icing. MeltDown Absolute Zero’s hygroscopic nature is its most important characteristic. The ability to quickly attract moisture and turn into a liquid at below zero temperatures makes MeltDown Absolute Zero a superior de-icing product.

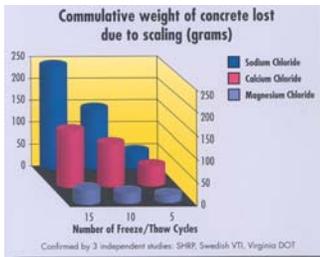


Whether blended with other de-icing materials or applied as 100% magnesium chloride hexahydrate crystals, MeltDown Absolute Zero is the most effective de-icer at low temperatures when safety and environmental impact is considered.

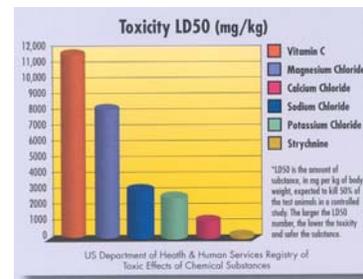
**Corrosion Level.** Studies have shown MeltDown Absolute Zero to be significantly less corrosive than calcium chloride and other widely used de-icing products.



**Safer for Concrete.** All snow and ice melting materials have the potential to damage concrete due to normal freeze/thaw cycles, the de-icer you use can minimize or increase the amount of damage. Independent testing has shown MeltDown Absolute Zero to be safer than calcium chloride and other widely used de-icing products.



**Health and Environmental Concern.** MeltDown Absolute Zero is a naturally produced product. When used properly, it should not be harmful to vegetation. It is safer to handle without protective gloves and it does not stain shoes, carpet, cement, or asphalt.



**Uses.** MeltDown Absolute Zero is designed for general use on roadways, sidewalks, entryways, and parking areas. Available in 50lb. plastic bags, this product may be applied either by spreader or by hand.

**MeltDown Absolute Zero Packaging.** MeltDown Absolute Zero is currently available in 50 lb. plastic bags. Other sizes may also be available.

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**Manufactured For:**

