

# Superior **SNO-NICE** Melter®

## Questions and Answers

### **Why use Superior Sno-N-Ice Melter® with Meltium® & CMA?**

The manufacturing of Superior Sno-N-Ice Melter® with Meltium® & CMA offers the benefits of a fast acting, powerful, more effective ice melter. The de-icing capabilities of Superior Sno-N-Ice Melter® result in a longer-lasting residual action that goes beyond the current storm and is effective to -20°F / -29°C. Superior Sno-N-Ice Melter® has been proven by over twenty years of use by corporate, commercial, government, institutional, and industrial establishments.

### **What is CMA?**

CMA (calcium magnesium acetate) is a simple combination of dolomitic limestone and acetic acid (a principal component of vinegar). EPA guidelines classify CMA as "non-toxic" - it is no more harmful to handle than common table salt. CMA acts as a sealant, buffering sodium chloride, reducing corrosion to concrete and metal surfaces and allowing for easier removal of ice and snow. It is completely biodegradable and is not harmful to wildlife, water resources, crops or vegetation.

### **What is Meltium?**

Meltium® is a patented formulation that resulted from years of research and testing. It contains a special combination of ingredients that prevents metal corrosion by greatly enhancing CMA's buffering effect and reduces melting temperature to -20° F / -29° C. This combination of the patented formula with Meltium® and CMA actually improves soil and vegetation during the winter months by allowing air and water to permeate the ground without burning the roots. Extensive testing has proven Superior Sno-N-Ice Melter® to be non-toxic and non-hazardous, therefore this product can be handled without special safety equipment as it will not burn skin like ice melters containing Calcium Chloride may.

### **How does Superior Sno-N-Ice Melter® work, since it does not get hot like calcium chloride and other blends?**

Superior Sno-N-Ice Melter® is a safer product because it does not get hot. Its granular composition builds surface traction reducing slick conditions immediately. Superior Sno-N-Ice Melter® penetrates evenly, stripping ice layer by layer and leaving a stable surface. A long-lasting brine solution quickly forms, preventing freeze-thaw-refreeze cycles and requiring less frequent application. On the other hand, calcium chloride quickly attacks ice with a heat reaction that only lasts a few seconds before fizzling out. This causes ice to be loosened in chunks resulting in an unstable surface and requiring frequent reapplication.

### **Isn't Rock Salt harsh on vegetation and corrosive to metals?**

Superior Sno-N-Ice Melter® is not rock salt. We start with pure solar salt that is void of any impurities like shale, rust and dirt that are common in mined rock salt. This is then buffered by a patented formulation to a pH of 10, which is virtually non-corrosive to metals and special alloys. This extra protection is effective on porch railings, bridges, electrical wires, garage doors, dock plates, shopping carts and metal door tracks. The inhibitor system is formulated with special ingredients to protect vegetation during the cold winter months. It will not burn grass or damage the roots of trees, shrubs and other vegetation.

### **What makes Superior Sno-N-Ice Melter® easy to use?**

Unlike other exothermic types of deicers such as calcium chloride, Superior Sno-N-Ice Melter® can be handled without gloves and other protective clothing because it is non-toxic. Superior Sno-N-Ice Melter® is colored pink making application simple and visible. Simply apply at a rate of 1-4 pounds per 500 square feet. Superior Sno-N-Ice Melter® has NSF authorization and is used widely by the food service industry. It is non-toxic, therefore safe to use around schools, universities, government buildings, restaurants, industrial centers, shopping centers, hospitals, kennels, or anywhere people and pets may be.

### **What about tracking it inside?**

Superior Sno-N-Ice Melter® will not track when applied correctly. It leaves no oily residue like many other ice melters containing calcium chloride that can attach to shoes leaving dirty, grimy marks on carpets and flooring. In the event of over-application, Superior Sno-N-Ice Melter® can be cleaned with a vacuum or wet mop without any surface damage to: tile, marble, terra cotta, hardwood, vinyl, asphalt, flooring or carpets. It is also safe for leather footwear.

### **What aids are available to assist in the sale of Superior Sno-N-Ice Melter®?**

CP Industries offers extensive sales support including individual sales training from factory representatives, literature that is complete and professional, videotapes that illustrate the Superior Sno-N-Ice Melter® story, complete copies of testing procedures and results, testimonials from loyal users and access to a professional laboratory and chemist.

### **What about availability and lead-times?**

CP Industries is a chemical company. We are a true manufacturer of ice-melting products. Unlike companies that manufacture fertilizer or package raw materials, CP has the capabilities to produce well into the late spring snowfalls. With plants in York, PA and Salt Lake City, UT we are dedicated to manufacturing patented ice melting compounds. We ship throughout the U.S., Canada and Europe with an average lead-time of 3-5 days. We have unlimited supplies of raw materials, access to an in-house trucking broker, contracts with nationwide carriers and our own fleet of tractor trailers.

### **Is Superior Sno-N-Ice Melter® with CMA a recognized product?**

Superior Sno-N-Ice Melter® has been a leader in the industry for more than twenty years. It is the ice melter requested more times by city, state, county, federal and other bids. With professional packaging in convenient sizes to meet the needs of all our customers, Superior Sno-N-Ice Melter® is recognized throughout the U.S. and Canada as the safe, convenient ice melter. It is the original "Pink" ice melter.

### **Is pricing competitive?**

Superior Sno-N-Ice Melter® is priced competitively for each distributor's market and needs. It is not a simple blend or bag of rock salt, but the most technically advanced ice melter available. Play your part....use an environmentally safer ice-melting product. Buildings, vegetation, concrete, parking terraces, bridges, driveways, shopping carts, automobiles, metal handrails and door tracks are very expensive to replace. Protect your assets; don't replace them.

MADE IN USA  
Manufactured by:



NEW EFFECTIVE TEMPERATURE -20° F (-28° C)

## Ice Melting Technology From the Heart of the Rocky Mountains

When you experience over 500 inches of snowfall every year, you're more than just a little familiar with snow and ice. And when you're surrounded by some of the nation's most spectacular wilderness, you're also more than a little sensitive to environmental concerns. That's why our most educated customers have relied on us for more than 50 years to develop and test proprietary formulas that work faster, longer and safer. We believe that protecting our client's assets is as important as melting snow and ice.

### **NEW** Superior Sno-N-Ice Melter® with Meltium®:

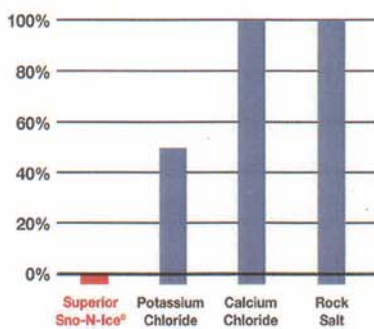
The safest, most powerful de-icer

Designed for those with a focus on performance as well as protection. Superior Sno-N-Ice is a must for anyone concerned with safeguarding concrete, metal or vegetation.

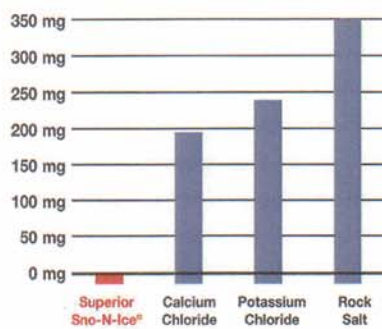
- Effective to -20°F (-28°C)
- Patented synergistic formula with Meltium® and CMA®
- Non-corrosive to metal and concrete
- Contains vegetation enhancers and protectors
- Safe for people, animals and vegetation\*
- Long lasting to prevent freeze-thaw-refreeze cycles
- Unlimited shelf life (never cakes or clumps)
- Does not damage leather or carpets
- NSF approved, non-toxic



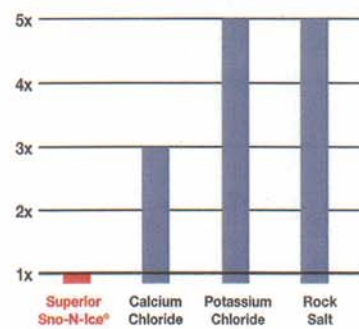
**Concrete Damage Test**



**Metal Corrosion Test**



**Plant Damage Test**



Pro-Tec Plus®



Vegetation Enhancers



Authorized

\*When used as directed.

To ensure your driveways, sidewalks and parking structures are safe and secure contact:  
1.800.453.4931 • [www.cpiindustries.com](http://www.cpiindustries.com)

