



## Trust Morton® Ice Melters to Help Keep Winters Safe and Ice Free

Morton Salt, the brand consumers have trusted and welcomed into their homes for more than 100 years, understands winter readiness. The company is not just America's expert in salt, but also an expert in ice melting products. Morton understands that certain weather and environmental considerations require melting aids beyond plain salt. To help meet consumers' ice melting needs, Morton has developed a full line of specialty blends and salt-free ice melt products to help make your winter safer and less stressful.

Ice melters help prevent, or break-up, the formation of ice on surfaces. When purchasing an ice melter, it's important to understand that not all melters are created equal. Choosing the wrong melter not only can cause you to spend unnecessary time and money on products that do not work in your winter environment, but ice melters can also harm sidewalks, driveways, pets' paws and vegetation. The market is flooded with products making melting temperature claims and product safety claims that can be misleading or just plain false.

### Third Party Validation

While there is no regulation in the ice melting industry to verify product claims, Morton is leading the way with third party testing to reassure consumers that Morton's ice melter performance claims are accurate. Morton works with the nationally recognized Michigan Technological University Keweenaw Snow Research Center, independent veterinarians, and testers from Scientific Materials International to authenticate packaging claims. Consumers have trusted Morton for over 100 years, and Morton is committed to maintaining that trust for at least a hundred more.

See below for details on the full Morton Ice Melt line:

- **NEW! Protect Your Pet's Paws:** Morton® Safe-T-Pet™
  - Melts below 15°F
  - Veterinarian Recommended
  - Salt and Chloride Free
  - Non-toxic and non-irritating
  - ***Why this product is for you:*** Safety for pets is the top concern for people purchasing this ice melter. Safe-T-Pet™ is non-toxic, non-irritating, and less corrosive than salt or salt-based ice melter blends, making it safer for use with kids, surfaces, and pets.
  - Safe-T-Pet™ is salt free and chloride free, instead using urea, an organic compound commonly used for plant growth.
  - Safe-T-Pet™ has been recommended by veterinarians.
- **Safer for Surfaces:** Morton® Safe-T-Plus®
  - Melts down to 5°F
  - Can reduce corrosion by up to 14 percent compared to plain salt
  - Contains a special mixture to help protect concrete from further cracking due to deicer use
  - ***Why this product is for you:*** Concrete damage can cost consumers thousands of dollars for each repair. Safe-T-Plus® contains Hydroxyethyl Cellulose (HEC) which

helps protect the surface by creating a protective seal that limits the penetration of ice melt into the concrete, helping prevent further cracks due to deicer use. Safe-T-Plus® is as effective at melting ice and snow as rock salt, yet formulated to be safer for use on concrete and plants than rock salt.

- **For Extreme Subzero Temperatures: Morton® Safe-T-Power® Calcium Chloride**
  - Melts down to -25°F
  - Lowest temperature ice melter
  - Melts faster and longer than rock salt
  - Generates heat to penetrate and melt ice and snow
  - Salt-free, made of calcium chloride
  - Key component: Calcium Chloride (CaCl<sub>2</sub>)
  - ***Why this product is for you:*** Extreme weather calls for extreme melting power. Morton® Safe-T-Power® uses calcium chloride pellets rather than salt. Calcium Chloride is the lowest temperature ice melter, with the ability to melt ice and snow in temperatures as low as -25°F. Nothing melts in colder conditions.
- **Fast Acting Ice Melt for Professionals: Morton® Action Melt® Blend**
  - Melts down to -15°F
  - Generates heat on contact to penetrate and melt ice and snow faster and longer than most competitive brands
  - Available in blue color for professionals to provide application visibility and reduce over application
  - Key components: Blend of rock salt (NaCl) and calcium chloride (CaCl<sub>2</sub>)
  - ***Why this product is for you:*** Need to get rid of ice fast? This blended product contains calcium chloride to generate heat and quickly melt snow and ice faster and longer than rock salt alone.
- **Top Selling Product for Home and Work: Morton® Safe-T-Salt® Rock Salt**
  - America's #1 selling brand of rock salt
  - Melts to 5°F
  - Perfect for controlling ice and providing traction
  - Low cost ice control
  - Key component: Rock Salt (NaCl)
  - ***Why this product is for you:*** This pure rock salt will prevent snow and ice from becoming hard packed and sticking to walkway surfaces. Economically priced, this product can be used clear ice and snow from steps, walkways, and driveways at a low price. In addition, pour generously under the wheels of a car stuck in snow to provide traction.

For more information about Morton Salt, Inc. and Morton's ice melter products, visit [www.mortonmelters.com](http://www.mortonmelters.com).  
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