

“NOTHING
BEETS
ICE
BETTER
THAN...”

ICE
BEETER™

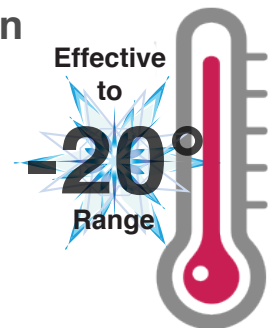


“I’M NASTY!”

TREATED ICE MELTER

WHEN NOTHING ELSE WORKS!

- Specially Formulated with Beet Extract Solution
- Performs at Lower Temperatures
- Superior Lasting Performance
- Color Coated for Visual Coverage (Purple Tint)
- Triple Screened for Consistent Granulation
- Provides Instant Traction



Ice Beeter Treated Ice Melter
Active Ingredients
Sodium Chloride
Magnesium Chloride
Beet Extract Solution
Calcium Chloride
Potassium Chloride
Purple Tint

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TREATED ICE MELTER



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WHY USE ICE BEETER FOR DEICING?

- Effective to Very Low Temperatures When Nothing Else Works
- Activates the Deicing Process Immediately
- Reduces Bounce and Scatter During Application
- Prevents Bonding of Ice to Walkway Surfaces
- Enhances the Deicing Performance of Salt
- Fewer Applications Required to Achieve Superior Performance