

**INDIVIDUAL**

# ICE & SNOW

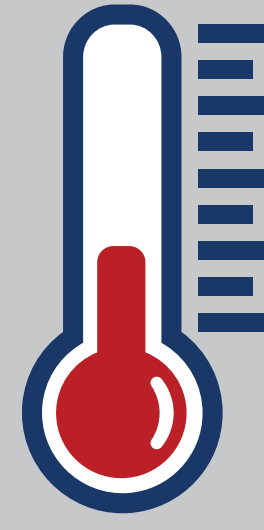
## Premium Exothermic Melter



**Calcium Chloride Blend**  
**Fast Acting Exothermic Heat**

- Safer On Concrete
- Creates Instant Traction
- More Effective Than Rock Salt
- Instant Melting Power

Melting Power



-11°F (-23.88°C)

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[www.individualproducts.com](http://www.individualproducts.com)

Net Weight  
50 lbs.  
(22.67 kg.)

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Premium Exothermic  
Melter

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# ICE & SNOW

## Premium Exothermic Melter

INDIVIDUAL Ice & Snow – Premium Exothermic Melter is a unique formula of ice melting agents that produce a cost-effective method of quickly and safely melting snow and ice and creating instant traction even at low temperatures. Effective in typical weather conditions where temperatures range from freezing to -11 degrees. With proper application it is safer for vegetation and the environment. Unlike many other de-icers, INDIVIDUAL Ice & Snow – Premium Exothermic Melter is safe to use on concrete.

**Directions for Use:**  
For best results use prior to or during a snowstorm, evenly spread product on the desired area. After a snowstorm it is recommended to shovel or plow snow accumulation prior to application. Suggested application rate is 4-12 ounces (½ – 1 ½ cups) per square yard. However, the rate of application may vary due to temperature, snow depth, and ice content. It is also recommended to remove excess slush after applying the product.

**Caution:**  
Harmful if swallowed. Keep out of reach of children. If INDIVIDUAL Ice & Snow – Premium Exothermic Melter gets in eyes, flush with water. Can irritate skin, wash hands after use. If irritations are severe or persist, consult a physician.

**Note:**  
Do not use product on concrete that is less than one year old, or that was not properly flushed or cured, spalling or flaking may occur. When used properly Ice & Snow – Premium Exothermic Melter will not harm air entrained good quality concrete. If you are unsure of the quality of your concrete, please consult a concrete professional.

**Disclaimer:**  
Neither the manufacturer nor the seller make any warranty, expressed or implied of any kind. The manufacturer and seller are not liable for any damage or loss as a result of use, handling, and storage of this product.

Offered Exclusively at  
**BradyIFS**  
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