

“NOTHING
BEETS
ICE
BETTER
THAN...”

ICE BEETER™

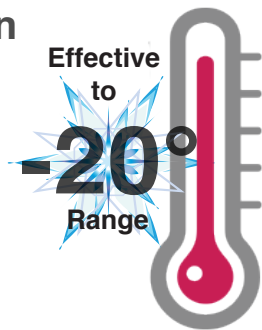
TREATED ICE MELTER



“I'M NASTY!”

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

**“NOTHING
BEETS
ICE
BETTER
THAN...”**

**ICE
BEETER™**

TREATED ICE MELTER



“I’M NASTY!”

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