



ICE SLICER

24/7 EMERGENCY PROMISE

We know you work hard to keep your sheds full, but sometimes it's tough to predict and plan for every storm. Whenever the day, whatever the time, we are here to help.

To order Ice Slicer Emergency Service, give your Ice Slicer rep a call.

With Ice Slicer, what comes out of the ground is exactly what goes on the road. This natural salt blend with 60+ minerals melts ice more effectively, creates more friction than white salt, saves you money, and is better for the environment and kids and pets.

Winter may do its worst, but that is when Ice Slicer is at its best.

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iceslicer.com

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1-877-675-4237
info@iceslicer.com


ELSEWHERE
1-800-369-3878
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iceslicer.com
ORDER TODAY

SAFE ROADS
SAVE LIVES

HOW DOES ICE SLICER

SAVE MONEY?

Working harder + Lasting longer + Melting faster = Fewer man hours, Lower fuel costs, Less wear and tear on equipment, and Less product required to get the job done. 



FEWER TREATMENT CYCLES
Use less product to get the job done. With proper calibration, you will *cover more lane miles, use less product, and get superior results.*

NO ADDED AGGREGATES
Ice Slicer is a complete deicer. *No need to pay for additional aggregates or unnecessary cleanup.*

LESS CORROSIVE
Ice Slicer helps protect the environment and *prevent additional costs* to vehicles and infrastructure.



SAFE FRICTION LEVELS FASTER

SUPERIOR PERFORMANCE

NATURALLY OCCURRING COMPLEX CHLORIDES
Chlorides are critical for lowering the freezing point of deicers. White salt alone has a freezing point of 20°F. Magnesium Chloride freezes at -5°F, and Calcium Chloride still has power down to -25°F.

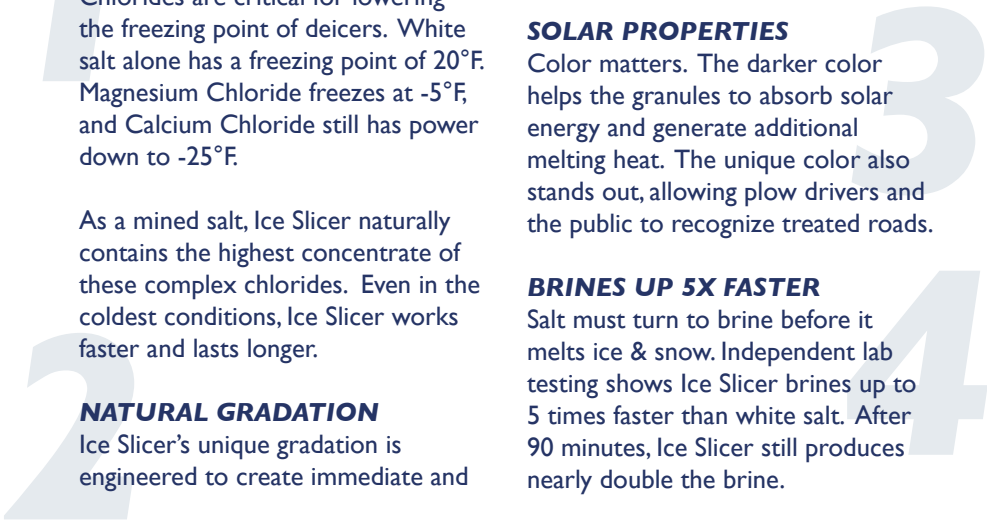
As a mined salt, Ice Slicer naturally contains the highest concentrate of these complex chlorides. Even in the coldest conditions, Ice Slicer works faster and lasts longer.

NATURAL GRADATION
Ice Slicer's unique gradation is engineered to create immediate and

lasting traction without the need for aggregates.

SOLAR PROPERTIES
Color matters. The darker color helps the granules to absorb solar energy and generate additional melting heat. The unique color also stands out, allowing plow drivers and the public to recognize treated roads.

BRINES UP 5X FASTER
Salt must turn to brine before it melts ice & snow. Independent lab testing shows Ice Slicer brines up to 5 times faster than white salt. After 90 minutes, Ice Slicer still produces nearly double the brine.



FROM NATURE FOR NATURE

Depending on storm conditions, Ice Slicer typically requires 40-60% less product than white salt. This introduces fewer chlorides into the environment, and reduces biochemical oxygen demand and sedimentation loading in streams.

