

SAFETY SENSE

Making Winter Safer For Drivers And Roads

by Joe Althouse

(NAPSA)—Clearing winter roads of ice and snow requires a delicate balance.

Government agencies responsible for road maintenance must find an efficient and economical way to make driving safer without damaging road surfaces, harming vegetation or damaging vehicles.

A growing number of state and local governments are discovering that a technique called anti-icing addresses these concerns. Anti-icing keeps roads safer by preventing ice and snow



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from bonding with the road surface, making it easier to plow down to bare pavement. It can also melt light amounts of ice and snow, eliminating the need to plow.

Anti-icing requires the application of relatively small amounts of a liquid chemical such as LIQUIDOW® ARMOR® Deicer to the road surface shortly before or at the start of freezing precipitation.

For a variety of reasons, liquid calcium chloride products are increasingly becoming the anti-icing agent of choice.

- LIQUIDOW and LIQUIDOW ARMOR are natural products, engineered for purity and consistent performance. The calcium chloride in LIQUIDOW is derived from natural brine deposits and is purified to meet or exceed the strict requirements of ASTM D 98.

- Calcium chloride's low freeze point keeps it effective at colder temperatures than any other product.

- When it comes to plows and other road maintenance equipment, corrosion-inhibited calcium chloride is less corrosive than rock salt.

- Calcium chloride has been shown to be less harmful to turf-grass than other deicers. In fact, it is used as a fertilizer for a number of crops.

For more information on LIQUIDOW ARMOR Deicer, visit www.dowcalciumchloride.com.

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