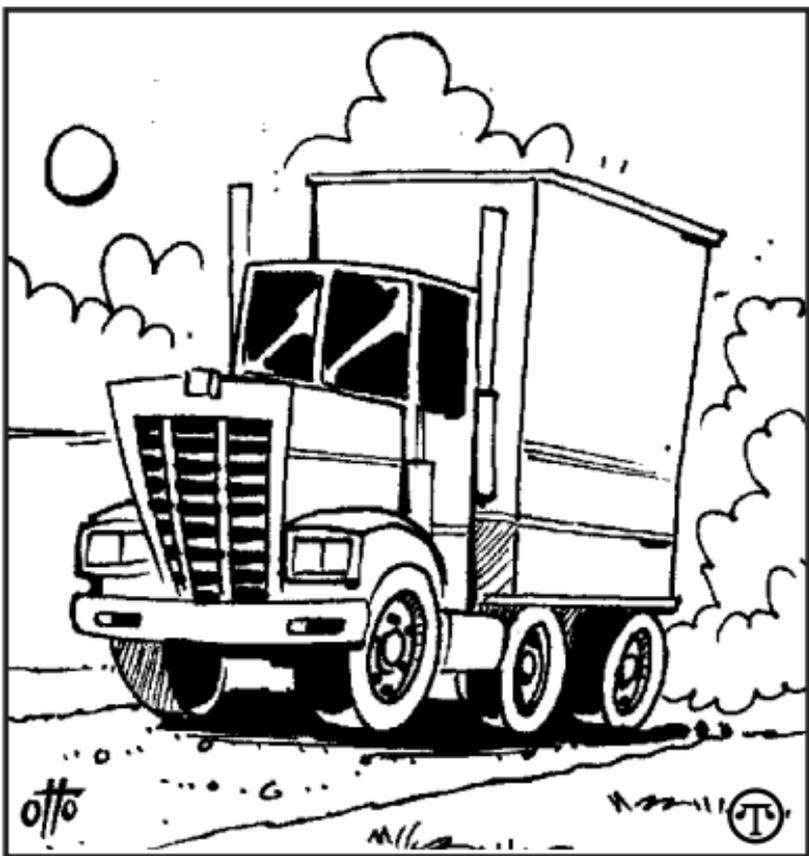


SAFETY ON THE ROAD

The Dirt On Dusty Roads

(NAPSA)—Communities have found new ways to clean up a major safety issue facing drivers: dusty roads. Dusty roads cause visibility problems for motorists and are a nuisance for residents. Airborne dust on unpaved roads can also lead to higher maintenance costs.



Cleaning up dusty roads can help keep drivers safe.

In fact, studies have shown an unpaved road with no dust control program and moderate traffic volume can lose up to 300 tons of surface material per road mile in a single year. When this aggregate is lost, road quality deteriorates, the road surface must be reworked, and the material must be replaced.

A dust control program using a product such as LIQUIDOW[®] calcium chloride can reduce aggregate loss by 75 to 80 percent. With less material to replace, local governments that practice dust control consistently report a 30 to 33 percent reduction in overall maintenance costs. Visibility and safety are also improved for drivers when dust control programs are used.

Calcium chloride attracts moisture from its surroundings, helping to keep unpaved road surfaces damp. This reduces dust—even during hot, dry summer months when temperatures reach triple digits. The material also helps roads resist frost damage and helps road surfaces become stronger and more compact.

For more information, visit www.liquidow.com.