



## Dry means wet

Pre-treated salt product lowers costs, begins melting on contact

**T**hawrox combines the safe, powerful performance of magnesium chloride with the proven melting effects of rock salt—no costly, cumbersome pre-wetting necessary.

And that means no expensive application equipment is necessary. You do not need liquid storage tanks, pumps, hoses, hydraulics or any other pre-wetting apparatus, which can cost up to \$20,000 and an additional \$3,000 to \$9,000 in annual maintenance expenses per truck.

Besides cost, another disadvantage to pre-wetting is that it typically only covers about half of the rock salt being mixed with a deicing agent. Thawrox is pre-treated for an evenly blended, 100%-coated product that starts melting ice on contact. So Thawrox provides safer driving surfaces faster because it's already "wet" with additives that immediately activate ice-melting brine.

Increasingly, and as pre-wetting equipment requires replacement, cities are using Thawrox to clear winter roads fast and stretch budgets.

"Initially, I looked into pre-wetting and buying storage tanks, but I found that switching the fleet over to liquid-carrying capabilities was just too expensive," said Chris Mantha, Thawrox customer and operations manager for the city of Pembroke in Ontario. "We're a small city. Our budget is tight."

The operational savings with Thawrox are significant. Thawrox customers report reducing by 5% the number of applications required per storm to keep roads safe versus pre-wetting operations, and even fewer applications versus untreated salt. Fewer application trips leads to better allocation of equipment and

optimized routes. Public works departments also can reduce or eliminate the need for sand and residual clean-up by using Thawrox, since it works in temperatures as low as 5°F. Road crews in Canada, the Great Lakes and the upper Midwest have had success with Thawrox in even colder temperatures.

Further, Thawrox leads to less time spent coordinating multiple raw-material sources and reduces some equipment impact by 50%, thanks to a natural corrosion inhibitor. Because it reduces the amount of deicer needed to treat roads and meets other environmental safety codes, the U.S. Environmental Protection Agency awarded Thawrox the Design for the Environment (DfE) label for its green benefits.

Put the power of Thawrox to work for you this winter to keep drivers safe and budgets balanced. **R&B**

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