

# Sales Person of the Season

Champion Liquid Strategies Representative for Ohio, and western NY & PA States – **Dave Cook**



Dave has been championing value added winter & summer maintenance products for the last 15 years actively involved in sales, marketing, testing, and chemistry as well as new product development. He has travelled throughout North American and Europe learning and subsequently sharing his extensive knowledge base training municipal & industrial road maintenance agencies in the latest strategies in winter & summer applications, concepts, materials and equipment.

He recently had to endure the loss of his son, Trevor; a helicopter pilot in the US Marines who clearly was a chip off the old block. Both were equally strong in character, possessed a constant need to excel, had integrity, were loyal and always went the extra mile. Our heartfelt prayers continue to be with the Cook family and we thank Dave for his dedication to his profession in the face of adversity & nominate him to be our clear choice for US Sales Representative for the season.



# RoadWatch

Keeping you up to speed when nature strikes

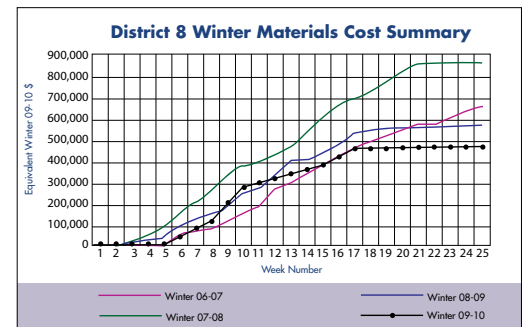
 Winter 2012

## Vermont AOT becomes Smart about Salt

With growing pressure from the Environmental Protection Agency (EPA) and other agencies to restrict or eliminate road sand in winter maintenance practices, municipalities need to find ways to keep their public safe while making sure they are not adversely polluting the same environment. Finding ways to balance innovation with tight budget constraints can be a daunting task but forward thinking municipalities like the State of Vermont are pioneering a number of strategies that are proving safe and cost effective. One of these strategies involve experimenting with different brine blends that included applying increasing amounts of performance enhanced liquids to salt or salt brines.

In the winter of 2008-2009, the Northwest Maintenance Districts of D5-D8 embarked in testing new theories and technologies to find more efficient ways to spend Vermont Agency of Transportation's 15 million dollar annual budget for winter road maintenance.

sand, and corrosion damage costs to roads, bridges and vehicles. Alongside the coastal states of Maine and New Hampshire, the State of Vermont has adopted new salt brine technologies, anti-icing techniques with salt brine and salt brine blends and were able to produce safer, better winter roads at lower cost, less salt and less sand. A summary of their materials cost in the following graph clearly shows significant savings achieved during their trials. These new strategies are now introduced in the majority of their yards.



VAOT Dist 8 yr and Report 09-10

**Field observations find that straight salt brine has little effect at 25°F and colder. An oatmeal (salt porridge) of 50 gal of enhanced liquid/dry ton of salt most effective & economic anti-icing and de-icing (95/5% down to 20°F and 80/20% down to 10°F road temp).**

They use over 75,000 tons of salt and 21,000 tons of sand every year on winter snow & ice control for a total materials cost of almost 4 Million dollars. Not to mention an undocumented amount of money on increased accidents, damage to the natural environment from salt and



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In 2009, Connecticut Department of Transportation made the decision to allow their bid for liquid deicers to encompass not only the Calcium Chloride that they had been using for several years, but to also allow for Magnesium Chloride to be bid as a less expensive comparable product. For the 2009-2010 winter seasons, Connecticut DOT utilized Magnesium Chloride in approximately 20% of their storage yards to allow for an evaluation of the product. At the beginning of the 2010-2011 winter season, Connecticut DOT planned on using Magnesium Chloride in approximately 30% of their storage yards, thus expanding the trial. However, in late February of 2011, the availability of Calcium Chloride was critically low and through careful planning Connecticut DOT strategically converted over 70% of their storage yards to Magnesium Chloride which was still abundantly available. This flexibility of the bid allowed Connecticut DOT to continue their liquid program even in tight supply situations.

For the 2011 deicer bid, Connecticut DOT again bid both Calcium and Magnesium Chloride; however, they have decided to use Magnesium Chloride in 85% of their storage yards; a decision that allows Connecticut DOT to save money while also having an abundant supply of material.

The treated salt market is forecasted to grow another 25% this winter season. In order to accommodate the increase in demand two new stockpile locations have opened up in Searsport, ME and Newington, NH.



Innovative US is pleased to share in the 25th Anniversary celebration of their Canadian Corporate head office and gladly join in congratulating them and our customers, suppliers and partners who have contributed to our success over the years.



## Did You Know

There are 270,000,000 tons of salt produced each year in the world!...  
...Over 50% is used by cold countries to de-ice roads!

## Be Prepared This Winter

### REMEMBER THE COLD HARD FACTS

#### When Driving:

1. Adjust to Winter Conditions
  - Listen to Weather Network forecast
  - Adjust your driving speed
2. Stay alert, slow down and stay in control
3. Get your vehicle winter ready with a maintenance check up
4. Ensure sufficient windshield washer fluid
5. Clear snow & ice from windows, lights, mirrors and roof
6. Have your tires checked – tire pressure decreases in the cold

#### When Walking:

1. Practice safe walking skills
  - Take short steps
  - Make wide turns
2. Wear slip-resistant shoes
3. Keep soles of shoes clean
4. Keep one hand free for balance
5. Don't walk on ice. Avoid if possible
6. Be alert for icy patches



## Nitrous 1-2-3

Nitrous 1-2-3 is a process that involves the addition of liquid to solid based products to increase ice melting performance. The results produce safer road conditions at lower costs with less sand and salt usage.



For More Info Call  
**1-800-257-5808**

[innovativecompany.com](http://innovativecompany.com)

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