



INTRODUCING:

THAWROX™ – MORE EFFICIENCY WHEN AND WHERE YOU NEED IT MOST.

Get more mileage out of your deicing resources

During the winter storm season, keeping roads safe is your top priority. But with limited resources, there's only so much you can do. That's why we've introduced Thawrox™, a premium deicing salt. With this innovative new product, you can make your budget go further and get better results. Thawrox contains rock salt, magnesium chloride and a viscosity modifier that increases effectiveness. This means better, longer-lasting, more targeted treatments. And unlike other pretreated rock salt, it won't leach when stored properly. So you can do a better job of keeping roads clear of snow and ice.

Do more with less

- Thawrox contains a viscosity modifier that keeps salt from bouncing off the road or blowing away in the wind. The result is fewer application trips along with lower fuel and labor costs.
- Thawrox lasts longer and works in temperatures as low as 30 degrees (12° C) colder than traditional untreated rock salt.
- Studies show that replacing rock salt with Thawrox yields a 20-50 percent reduction in product needed to deice roads.

Handling without hassles

- Thawrox is pre-mixed for a precise, evenly blended product, so there is no special mixing equipment required and you don't have to hassle with liquid raw materials.
- Thawrox has improved handling performance and doesn't bind up or clump in the spreader.
- The viscosity modifier in Thawrox acts as a corrosion inhibitor, resulting in a 50 percent reduction in corrosiveness during harsh winter conditions that translates to longer truck, equipment and roadway hardware life.

Clean up your act

- Fewer application trips mean fewer miles and reduced wear and tear on trucks. This also extends the life of your fleet and can result in higher trade-in values.
- Because Thawrox lasts longer and works in colder temperatures (to -30° C/-22° F), the need for sand and sand cleanup is reduced or eliminated.

A greener solution

- Unlike other treated salts, there is no leaching or unsightly discoloration of equipment, road and curb surfaces.
- The viscosity modifier in Thawrox is a natural and environmentally friendly ingredient.
- Reduced application rates from using Thawrox lead to less total chloride going into the environment.



LEAD THE WAY IN DEICING.

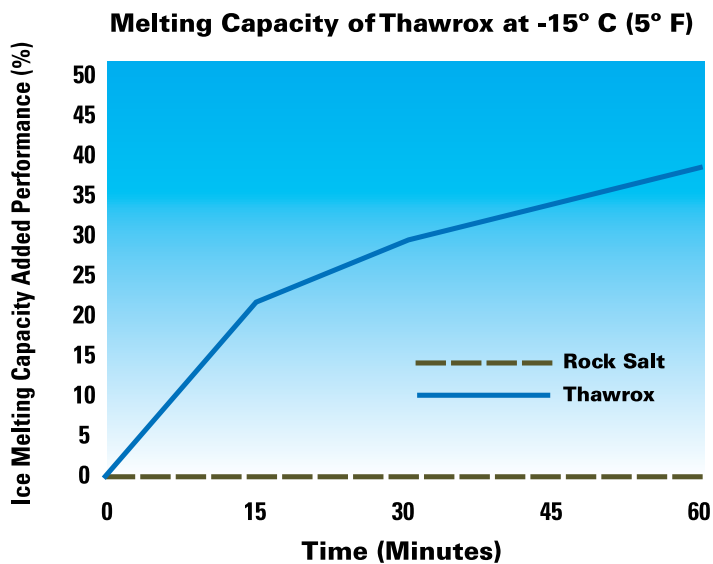
Thanks to its efficiency and significant operational cost savings, Thawrox™ is the future of deicing. Thawrox is produced by Sifto Canada Corp., (a Compass Minerals Company), one of the largest basic producers of salt in the world and an expert in the salt industry, so you can be sure you'll get exceptional customer service.



Traditional rock salt bounces around and flies off the road with wind and traffic movement.



Thawrox stays where it's spread, reducing the amount of product needed to clear the roads.



Thawrox is much more effective and continues to work longer than traditional rock salt in cooler temperatures.

For more information about making your operation more efficient with Thawrox™, contact:

sifto
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A Compass Minerals Company

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**Thawrox**
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