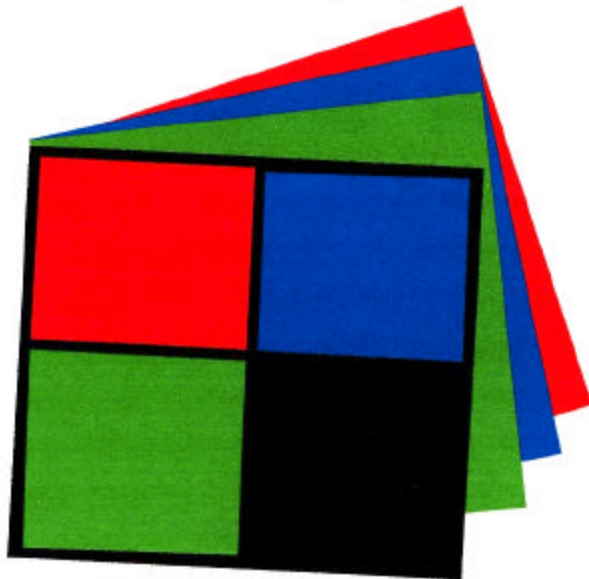


# KE-98 LIQUID ICE & SNOW MELTER

## AND NO-STICK ROCK SALT COATING

KE-98's formulation is designed to also prevent water, ice, snow, sleet and moisture from contacting road salt which is known to absorb moisture and subsequently harden.



KE-98 is most effective when used on **HORIZONTAL** surfaces. For optimum results, drench the surface just as it begins to snow, sleet, or ice-up.

### HELPS PREVENT COSTLY & DANGEROUS ACCIDENTS

Slippery sidewalks, driveways and parking lots are prime accident areas. Specially formulated ingredients begin to melt ice and snow immediately. Provides an easy, safe way to get rid of snow and ice, with the least effort.

### EXTREMELY EASY TO USE

Ready to use. Fill an ordinary garden-type sprayer and apply to the surface. Can be used by the "sprinkling can" method.

### WILL NOT LEAVE RESIDUE

Conventional ice melters like rock salt can kill grass and shrubs and are easily tracked inside. These hidden "extra" costs of residue clean up and replacing grass and shrubs are eliminated when this product is used.

### WORKS EFFECTIVELY AT VERY LOWEST TEMPERATURES

When temperatures drop below zero many ice melters lose their capacity to melt snow and ice. This ice melter continues to work long after many other products have stopped working.

As more product soaks into the upper-most layers of the surface, it will become even more effective in preventing ice and snow build up.

Non-Corrosive  
Concrete Damage is Reduced  
Vegetation Damage is Minimized  
Carpet & Floor Maintenance is Reduced

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