

NEW!

LIGHTNING FAST ICEMELT

**SPEED
WITH LASTING
POWER FOR
PROFESSIONAL
RESULTS**



**COATED WITH
AMC
THE PERFORMANCE
ENHANCING CATALYST
THAT PROVIDES
INSTANT MELTING
ACTION**

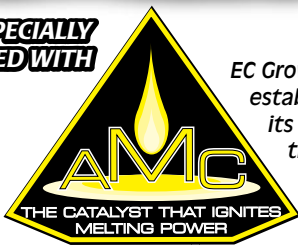


MELTS TO -12°F!

EC GROW



**SPECIALLY
COATED WITH**



EC Grow has successfully established a formula all its own to bring one of the fastest acting and safest liquid de-icers to the granular market.

MELT ICE FAST WITH LIGHTNING FAST AND AMC

Lightning Fast is coated with AMC, the catalyst that ignites melting power, for instant melting action! AMC provides Lightning Fast with the boost it needs to conquer any winter weather - even when temperatures drop to as low as -12 degrees F.

So for speed, low-temp melting power and long-lasting results, reach no further than Lightning Fast Ice Melt with AMC!

ITEM NUMBER	PACKAGE SIZE	PALLET WEIGHT	UNITS PER PALLET	UPC CODE
940-0050	50# Bag	2450 Lbs.	49 Bags	24378-60010
940-0500	50# Box	2400 Lbs.	48 Boxes	24378-60030
940-0100	100# Box	2400 Lbs.	24 Boxes	24378-60050

EC GROW

P.O. Box 837, Eau Claire, WI 54702 • www.ecgrow.com • 800-308-0322

When priority #1 is quickly ridding high foot traffic areas of hazardous snow and ice, turn to Lightning Fast Ice Melt with AMC. This blend is formulated to capitalize on three high speed additives, Magnesium chloride, Calcium chloride, and AMC, the catalyst that ignites melting power. These three ingredients jumpstart the melting process even when temperatures drop to -12 degrees F. After Lightning Fast capitalizes on the fast acting materials within the blend, it then turns to sustaining, long-lasting effects for effective melting up to hours after initial application. Lightning Fast Ice Melt works for extended periods of time therefore reducing the need to reapply product. Lightning Fast is also dyed, making it easy to see where the product has been placed, and more importantly, making it easier to see how much product has been spread. Lightning Fast Ice Melt delivers deicing Speed, Performance, Safety, and Reliability, all at an affordable cost.

Consistent Particle Size – Easy Flowing

Lightning Fast Ice Melt contains medium sized particles which allow for easy spreading and consistent melting. Particles that are too large or too small can make spreading the product very difficult and time consuming due to irregular spread patterns. Large or small particles also decrease melting efficiency and require the use of more product. Lightning Fast capitalizes not only on a strong formulation, but also on consistently sized medium crystals, which guarantee a fast, effective melt.

4-Chloride Blend

Lightning Fast ice melt contains all four ice melting chlorides, Calcium, Magnesium, Potassium and Sodium. Calcium and Magnesium chloride give Lightning Fast ice melt the melting speed it needs to knock out ice and snow immediately while Potassium and Sodium chloride provide the sustaining melt throughout the entire storm. Lightning Fast ice melt delivers the best of both worlds - Speed and Lasting Power!

Product Dye

Lightning Fast Ice Melt features a food based dye which makes applying the product a cinch. The dye is non-staining, soluble in water, and harmless to animals, humans, and the environment. The main reason vegetation damage occurs when using a de-icer is over-application. The dye in Lightning Fast allows the end-user to see where, and how much, product has been applied. This dye also helps to cut down on the dust in the product.

Fast Melting Action to -12 Degrees F

Calcium chloride, Magnesium chloride, and AMC, the catalyst that ignites melting power, combine to give Lightning Fast Ice Melt fast acting melting action even when temperatures reach -12 degrees F. Lightning Fast is formulated to work quickly to ensure a surface clear of ice and snow in a very short period of time.

No Hassle Storage and Handling

Lightning Fast Ice Melt requires no special handling and has an unlimited shelf life. The poly bag is among the thickest in the industry and protects the product from outside weather and humidity. A thick, sturdy bag assures ease and security in transporting product.

Safe on Concrete & Treated Wood

Lightning Fast Ice Melt will not chemically attack properly mixed and dried concrete surfaces, or treated wood surfaces, when used as directed. Lightning Fast Ice Melt works quickly and effectively for long periods of time, therefore reducing the odds of damage from freeze – thaw cycles.