

The background of the advertisement is a vibrant blue sky filled with numerous white, crystalline ice particles and snowflakes. Several bright, yellow-orange rays of light emanate from behind the main title, creating a sense of energy and warmth. The overall aesthetic is clean and modern, emphasizing the product's effectiveness in melting ice.

ARCTIC BLAST™

ICE MELTER

Fast Action

Arctic Blast combines the most effective deicing blend, creating the desired reaction to initiate deicing and meltdown. Arctic Blast breaks the bond between the ice and the surface area. As Arctic Blast goes to work, its time-released formula stays on the surface area longer, helping to control the freeze-thaw cycle.

Health & Safety

Arctic Blast is safe to handle without protective clothing. It does not dry out or irritate the skin.

Non-Tracking

When used properly, Arctic Blast will remain where applied and will not cause any unsightly tracking or residue problems.

Easily Dispersed & Extended Shelf Life

Arctic Blast is specially formulated with an anti-caking agent to remain free-flowing for easy dispersion.

Visually Measured

Not only will you see the quick action of Arctic Blast going to work on the snow & ice, specially coated with "BLUE MELT", this product will allow the precise spreading to ensure cost-effective dispersion.

Environmentally Formulated

Nature's own ingredients combine for just the right formula. Unlike some deicers, Arctic Blast works to preserve "Vegetation and Plant Life" when used as directed. With Arctic Blast there is no slick, slimy tracking taking place, making clean up virtually non-existent.

Traction Control

Arctic Blast, goes after the ice and snow clearing the way to safety. This specially formulated product contains "Dolomite" for added traction control, further enhancing performance.

Corrosion Protection

Specially enhanced with **CMA (Calcium Magnesium Acetate)**, our formula guards against concrete and corrosion damage by forming a protective coating on the surface.

Manufactured by:



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