

# Natural Alternative® 100% CMA Ice Melt

with a Bio-Based Activator for Faster Melting & Lower Freezing Temperatures

## Benefits

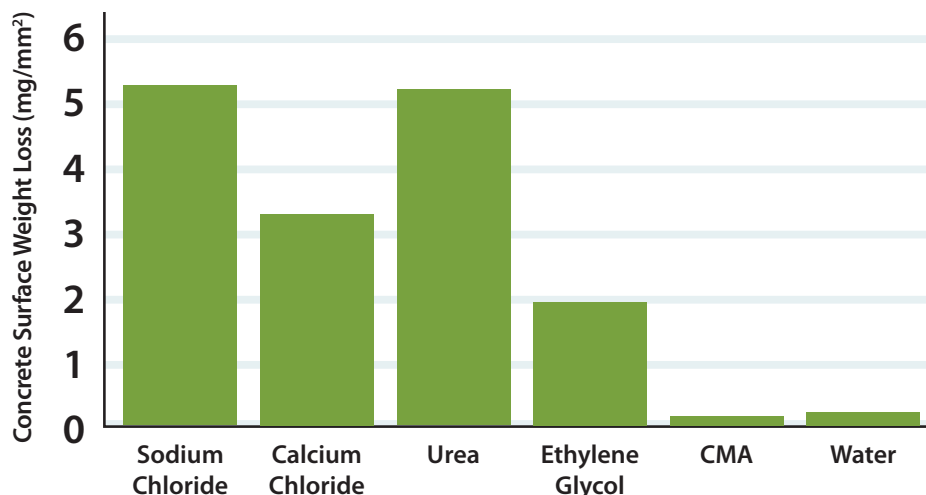
- Chloride-free—eliminates chloride corrosion of metals
- Less corrosive than tap water—easy on watersheds, lakes, rivers and streams
- Increases soil permeability—calcium and magnesium are soil amendments
- Highly visible colorant—aids applicator in low-visibility conditions
- No pitting or spalling—safe to use on properly installed concrete 30 days after installation\*\*



## LEED Compliant

Natural Alternative® 100% CMA Ice Melt exceeds the U.S. Green Building Council LEED credit guidelines for the Building Operations and Maintenance rating system, making it the safest ice melt for high-value structures. Whether you're a property manager, retail site, hospitality business, warehouse, distribution center, building engineer, construction company, DOT, LEED property, or a snow/ice professional, you've now discovered the safest chloride-free ice melt product.

### \*\*Spalling Effect of Deicers on Non-Air Entrained Structural Concrete



## About CMA

Snow and ice professionals have benefited from blended chloride-based products and the incremental improvements they have offered over rock salt. Now, Calcium Magnesium Acetate (CMA) provides a breakthrough in snow and ice management with chloride-free, low-corrosive and environmentally-friendly properties, melting ice and snow to 15°F.

Natural Alternative® 100% CMA Ice Melt is produced exclusively in the United States—never offshore. The patented Unipel® manufacturing technology and the integrity of the domestic-based ingredients meet consistent quality control standards. Our claims regarding performance, formulation and benefits are truthful. In a non-regulated industry, where anyone can say almost anything, we stake our brand and reputation on being transparent about our product.



## How CMA Works

CMA keeps the snow lighter and drier, thus improving traction and snow and ice removal. Do not expect CMA to create a brine like traditional chlorides.

## Directions

For best results, apply before or at the beginning of a storm to prevent snow/ice bonding. Allow time for product to penetrate and loosen the snow/ice before removal. Re-apply when new accumulation shows first tendency to bond.

Application rates vary according to climate and maintenance practices. First applications should be heavier and become lighter as a storm continues.

**COMMERCIAL APPLICATORS:** Apply 5 – 15 pounds per 1,000 square feet.

**HIGHWAYS:** Apply 300 – 400 pounds per lane mile.

**HOMEOWNERS:** Apply 6 pounds per 1,000 square feet.

**NOTE:** The bulk density of Natural Alternative® 100% CMA Ice Melt is about 40 pounds/cubic foot compared to 70 pounds/cubic foot for rock salt. Since CMA is lighter, applications based on weight will appear to have 75% more pellets on the road surface compared to an equivalent application of salt.

Apply in accordance with label recommendations. When used as directed, this product will not harm plants, lawns or paved surfaces. If swallowed, consult a physician. If product gets in eyes, flush with water. If redness or irritation is severe or persists, consult a physician. Wash hands after application.

Complies with Leadership in  
Energy & Environmental Design  
(LEED) Guidelines on the  
Green Building Rating System

Meets Federal Aviation Administration (FAA),  
Society of Automotive Engineers (SAE) and  
Aerospace Material Specification (AMS) 1435  
approval for deicing and anti-icing materials

Listed on the  
Pacific Northwest  
Snow Fighters (PNS)  
Qualified Product List

**SIMA**  
Snow & Ice Management  
Association Member



Our team of professionals  
is ready to speak with and  
assist you in developing an  
environmentally-sensitive  
site plan for snow and ice  
management. Contact us  
today to learn more about  
**Natural Alternative®**  
100% CMA Ice Melt.