

The background of the advertisement is a vibrant blue sky filled with numerous white, starburst-like rays emanating from the top center, creating a sense of intense heat and energy. The overall aesthetic is clean and modern, emphasizing the product's effectiveness in melting ice.

ARCTIC BLAST™

**ICE
MELTER**
with **CMA**

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™, specially coated with "BLUE MELT", going to work on the snow & ice, 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:



www.kissner.com

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