

HEAT UP YOUR SALES THIS WINTER...

WITH PRESTONE DRIVEWAY HEAT CONCENTRATED ICE MELTER

HOW IT WORKS

- PRESTONE Driveway Heat is **hygroscopic**, it draws moisture from the air and ice, which enables it to work when other de-icers cannot.
- Driveway Heat produces an **exothermic** reaction as it works, giving off **heat**, allowing it to work faster and melt more ice at lower temperatures than any other available de-icer.
- Works down to **-25°**



CONCENTRATED FORMULA

- Unlike some other products that blend various ice melting ingredients, Driveway Heat is 100% of the most effective de-icer available.
- This concentrated formula allows for more than **4 times** the coverage of ordinary rock salt.
- Ten pounds of Driveway Heat gives you more coverage than a 40 pound bag of rock salt.

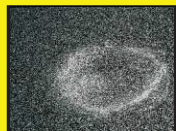
Don't be fooled by imitators....PRESTONE Driveway Heat is the concentrated real thing.

NO POWDERY WHITE RESIDUE

- PRESTONE Driveway Heat will not stain concrete.
- Melts to a clear solution, leaving behind no white powdery residue.
- No one wants to track a product into the home that may stain carpets and wood floors. **PRESTONE Driveway Heat is the clear choice.**



PRESTONE Driveway Heat



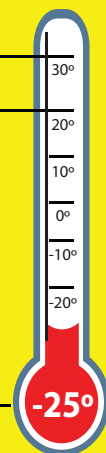
Rock Salt

Available In: 9.5 lb shaker Jug
20 lb plastic bag
50 lb plastic bag

PRESTONE Driveway Heat is the most effective ice melter available. Nothing works faster or at lower temperatures. No other ice melter out performs PRESTONE Driveway Heat.

Freezing Point — 30°
Other Ice Melters Stop Working Here — 20°
— 10°
— 0°
— -10°
— -20°

PRESTONE Driveway Heat Still Working — -25°



Scotwood Industries, Inc.
12980 Metcalf Ave., Ste. 240 • Overland Park, KS 66213

SAFER ON VEGETATION

- When used as directed, PRESTONE Driveway Heat will not harm vegetation.
- PRESTONE Driveway Heat is **safer** for plants because less de-icer is required to get the job done.

