

Safe Step[®] PRO

EXCITING NEW LOOK. SAME GREAT PRODUCTS.

Designed specifically for the professional, the entire Safe Step[®] Pro line is the culmination of years of expertise in developing safer and effective solutions to meet every potential ice melting challenge.

We've recently updated our look and renamed each product, but our high-performance formula hasn't changed — meaning the end result hasn't changed either.

PREVIOUS

NEW



370 Econo Blend Blue > Pro PLUS



The convenience of high-visibility crystals, combined with a powerful magnesium chloride and sodium chloride mix, make Pro PLUS an efficient, affordable ice melt product.



550 Select Blend > Pro SELECT



Pro SELECT contains potassium chloride and sodium chloride. This high-quality, cost-efficient ice melter won't harden or clump when stored properly, making it an excellent choice when you need to keep product on hand.



570 Select Blend Blue > Pro SELECT BLUE



Highly visible blue crystals help you apply this ice melter evenly and efficiently, saving both time and money. The unique blend of ingredients in Pro SELECT BLUE offers superior melting power and doesn't stain carpets or floors.



750 Magnesium Chloride > Pro MAG CHLORIDE



Designated a "Safer Choice" by the U.S. EPA, Safe Step Pro MAG CHLORIDE is one of the most environmentally friendly ice melters on the market. Pro MAG CHLORIDE is designed with a unique crystal shape to provide the optimum combination of ice penetration and scatter control. Safer for people, vegetation and pets.*



960 Choice Formula > Pro ENVIRO



Designated a "Safer Choice" by the U.S. EPA, this environmentally friendly formula is safer for people, pets and lawns. It contains our powerful melting catalyst MG 104[®], which helps prevent refreezing up to 2½ times longer than conventional ice melters.



*Compared to conventional ice melters when used as directed.



1. When will I see the new packaging?

2. Can I specify new packaging?

3. Once the new packaging rolls out, will everything be new?

4. Are the SKUs and UPCs going to change?

5. When will I see new marketing materials for these items?

6. Is the new look going to impact the overall price?

7. Will the change affect how long it takes for me to get the product, and will I receive it in the same way?

8. Now that the brand name and product names have changed, have the formulas changed as well?

9. If the formulas are all the same, why change the look?

10. Why change the product names?

11. What sizing options are available in the new packaging?

1. It is launching October 2018, and shipments with the new packaging should start arriving in December. This transition is a “rolling change,” so the new packaging will start entering as the old packaging runs out.

2. Since this is a rolling change, the new packaging will only be available once the old packaging runs out.

3. Not necessarily. There's a chance you could receive new packaging from a plant but still receive old packaging from a forward warehouse.

4. No. All identifying numbers will remain the same — only the look and names have changed.

5. You will be able to request them at the end of October.

6. No. Costs will remain the same.

7. Because this is a rolling change, you will start seeing product with the new look in December 2018. The new look will also not affect how the product is delivered or received.

8. No. Only the product names and packaging have changed, while our high-performance formulas and reliable products have remained the same.

9. Our new, simplified design is easier to read, and each package comes with unique indicators showcasing benefits, highlighting performance characteristics and calling out usage instructions.

10. We've streamlined the product names by eliminating number conventions, making each one more concise.

11. All products are available in 50 lb. bags. Certain products are also available in other sizes and formats.