

# 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  $-25^{\circ}$



## 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.**



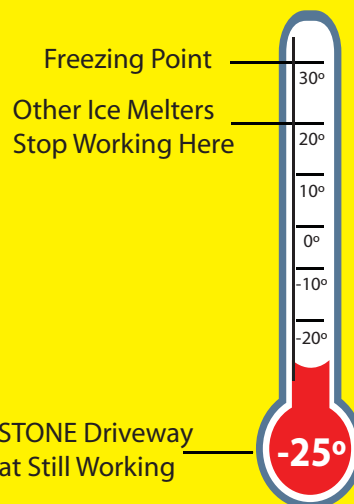
**PRESTONE Driveway Heat**



**Rock Salt**

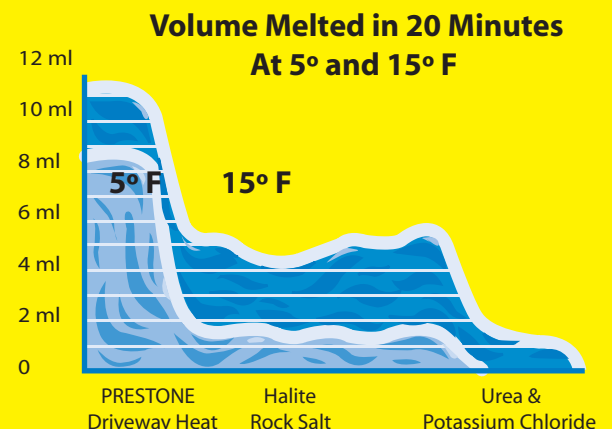
Available In: 9.5 lb shaker Jug  
20 lb plastic bag  
50 lb plastic bag

*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.*



## 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.



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