

THE DEFINITIVE GUIDE TO BUYING ROCK SALT



THE DEFINITIVE GUIDE TO BUYING ROCK SALT



TABLE OF CONTENTS

A MESSAGE FROM ANTHONY	3
USING ROCK SALT AT HOME	5
• ASSESSING YOUR HOME'S ROCK SALT NEEDS	6
• HOW MUCH ROCK SALT TO BUY AND USE	7
• HOMES WITH CHILDREN	9
• HOMES WITH PETS	11
• HOMES WITH CONCRETE SURFACES	13
• HOMES WITH ENVIRONMENTAL CONCERNS	15
• HOMES ON A BUDGET	17
ROCK SALT FOR YOUR BUSINESS	19
• SENIOR CITIZEN HOMES & COMMUNITIES	21
• SCHOOLS & COLLEGES	23
• LOCAL BUSINESSES	25
• DRIVEWAY PLOWS	27
• SIDEWALK CLEARING	29
• ROAD PLOW	31
STORING ROCK SALT	33
CHOOSING A ROCK SALT SUPPLIER	35
FINAL THOUGHTS	38

THE DEFINITIVE GUIDE TO BUYING ROCK SALT

A Message From Anthony

“This past winter was unlike anything I’ve ever seen in my years in the rock salt industry.

Let’s work together to keep your family, friends, employees and coworkers safe all season long.”

-Anthony Scorzetti
Braen Supply



The first snowfall of the season is always an exciting time. The fresh, white blanket of snow covers everything making it appear clean and new. Icicles cling from rooftops, and frosted tree branches glisten in the sun. With this beauty, however, comes the danger of icy patches across the ground.

When snow, sleet and rain fall at times when the temperatures are low enough, ice will form on driveways, sidewalks, roads and steps. Each of us must exercise caution as we walk, drive and play, and must take steps to eliminate or minimize hazardous conditions wherever possible.

The problem with ice is that it can take you by surprise. Sometimes hidden by a layer of snow, or sometimes so thin and transparent that it can't be detected, pedestrians and drivers can come upon an unknown ice formation, leading to accidents.

At one point or another, we've all been caught off-guard by frozen strips of sidewalk or roadways. From slipping and falling onto the hard concrete or losing control of a vehicle, this is a very scary and unsettling experience. The only way to stop ice-related incidents from occurring is to be proactive and take preventive measures against its formation.

THE DEFINITIVE GUIDE TO BUYING ROCK SALT

A Message From Anthony

Rock salt can be applied to the surface of existing ice where it will be absorbed into the frozen water, creating a brine that requires a lower temperature in order to remain in frozen form. This results in the melting of the ice.

While most of us realize, though, that rock salt is an essential "tool" for winter survival, many people aren't aware that there are multiple different types of ice melting products available, each of which can meet specific needs and requirements.

What might be a practical solution for a single family with children and pets might not be the ideal answer for school campuses and city-wide salt spreading contractors.

Likewise, various businesses and organizations will require different amounts of rock salt from one another, and homeowners will need to determine their own individual coverage needs as well.

Selecting the right type of rock salt and purchasing the correct number of bags, pallets, or truckloads of material can make a huge difference in your winter experience.

The sooner that you're aware of your personal requirements, the sooner that you can stock up and avoid any problems associated with low supplier inventories and rock salt shortages.

It's time to get ready for what Mother Nature has in store.

Let's work together to keep your family, friends, customers and employees safe.

Call Anthony Scorzetti for Rocksalt
973-321-3274



THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Using Rock Salt at Home



Rock salt is a staple for any homeowner living in regions that are prone to freezing temperatures. When the temperature plummets, precipitation and previously thawed snow or ice can freeze and create conditions that are dangerous to your family and visitors.

Areas that are prone to forming ice include driveways, front paths and walkways, front steps, and porches. When icy patches are able to develop throughout your property, your vehicle will slide on your driveway, and ideal conditions for slip-and-fall accidents are created.

Prevention is your best mode of defense. By applying rock salt to concrete and asphalt surfaces prior to ice formation, any water that comes into contact with the de-icer will remain in liquid form. Of course, in cases where ice has already been developed, rock salt can be dissolved as a means of lowering the freezing temperature and eliminating unsafe slick patches from your property.

In the meantime, the ice melting material helps to improve traction so that surfaces are safer to tread upon. Because icy conditions can occur at any time, it's in your best interest to purchase rock salt in advance. This will ensure that you will always have ice melt on hand and that your property will be protected throughout the winter.

THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Assessing Your Home's Rock Salt Needs



In order to plan ahead and be prepared for the cold season, you must first have a firm grasp on what your home's actual rock salt needs consist of. Stocking up on rock salt in advance means that you'll need to calculate your coverage area and determine how much ice melt you'll need to get through the winter.

Keep in mind that application methods vary based upon the rock salt that you use. There are numerous different types of ice melting products on the market, all designed to meet different requirements and ideals. It's important to carefully review the specifications of each type of rock salt to ensure that the material aligns with your demands, and to review manufacturer instructions to accurately estimate how much to purchase.

THE DEFINITIVE GUIDE TO BUYING ROCKSALT

How Much Rock Salt to Buy and Use

Knowing how much rock salt should be purchased for and applied to a property is one of the primary concerns of homeowners. Having the ability to calculate the volume of ice melt that will be required to cover trafficked concrete and asphalt surfaces, as well as to anticipate the span of the impending winter is the key to ensuring that enough material is purchased to last for the entire season.



Measure the Coverage Area

Knowing how much rock salt should be purchased for and applied to a property is one of the primary concerns of homeowners.

Having the ability to calculate the volume of ice melt that will be required to cover trafficked concrete and asphalt surfaces, as well as to anticipate the span of the impending winter is the key to ensuring that enough material is purchased to last for the entire season.

Review Specifications

Once you have measured your coverage area, you can figure out how much use you'll be able to get out of a single 50 pound bag of rock salt. Manufacturer specifications will typically instruct you to use X pounds of a product for every Y square feet of concrete or asphalt.

For example, your driveway is 600 square-feet in area and your ice melt requires that you apply 4 pounds of material for every 200 square-feet. This means you'll need to use 12 pounds of rock salt per freeze-cycle, and you'll be able to use 1 bag 4 different times, with 2 pounds of material left over.

THE DEFINITIVE GUIDE TO BUYING ROCKSALT

How Much Rock Salt to Buy and Use



Consider the Temperature and the Amount of Snowfall

Now you know how many times you can utilize a Based on our previous 600 square-foot driveway single bag of rock salt, but how many bags will you need to get through the winter? scenario and planning on worst-case conditions, you would need 5 50 pound bags of rock salt to make it through the winter.

While there's no exact science to predicting what the weather will do, we can look at previous winter temperatures and the frequency of past precipitation to estimate how many times rock salt may need to be applied. The average NJ homeowner will have a moderately sized coverage area to consider when purchasing rock salt, and therefore, is likely to be able to meet their ice melting needs by purchasing materials by the bag.

During a typical NJ winter, freezing temperatures can be expected to occur from the beginning of November through the end of March, with precipitation during these months averaging from 3.19-4.44 inches. Depending on the season, precipitation could fall between 10-20 times. It's only when your coverage area exceeds 6,000 square-feet that you might want to consider picking up a 49-bag pallet, or having one delivered to your home.

THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Homes with Children

For children, winter is a magical time. When the ground is covered with snow, your little ones will want to rush outdoors to play.

With rock salt spread throughout the hard surfaces of your property, though, you may be wondering if it's safe for them to do so. In order to allow your kids to have fun without putting them at risk, you'll need to select a specially formulated ice melt.

The Best Rock Salt for You – Safer than Salt - Commercial Formulation

As the name suggests, commercial formulation of Safer than Salt is designed with safety in mind.

Each granule is coated with Calcium Magnesium Acetate (CMA) as well as Magnesium Chloride as a means of minimizing any danger to children.

While the de-icer will still be highly effective as it works to melt ice, you can enjoy the peace of mind that your kids may romp and play in the snow without harm.

Safer than Salt – Commercial Formulation”

- Is safe for children of all ages.
- More environmentally friendly than other rock salts.
- Safe for concrete, children, pets & vegetation.



THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Homes with Children

Why Choose Safer than Salt - Commercial Formulation

Consider the following advantages of Safer than Salt to determine if it will meet your needs:

Protect Your Children

When children play in the snow, they can become exposed to rock salt. Most children and adults have a tendency to rub their eyes from time to time. If rock salt is clinging to wet mittens, the material can get into their eyes and cause burning and pain. Rock salt can also be harmful if too much is ingested.

Safer than Salt

Commercial Formulations protective coating reduces these dangers. At the same time, the colored granules make it easier for kids and parents to notice if the material is present and avoid consumption or harmful exposure.

Other Benefits

The CMA coating of Safer than Salt ice melt means that it's not only safer for kids, but it can also reduce damage to vegetation and concrete, and work to protect your pets. In addition to the safety factor, this brand of de-icer is faster-acting and more effective than many of its competitors.

Because the material is so efficient at what it does, you may find that you need less material in order to keep your property free and clear of ice.

Ultimately, this will help you to save money throughout the winter months. You'll also be able to keep an eye on your usage of the material as the granules are tinted. Colored granules are easier to see as they are spread, so you are far less likely to over-apply your rock salt.

THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Homes with Pets

Homeowners who have pets consider their furry friends to be a part of the family. If this rings true for you, it's your goal to do whatever you can to keep the 4-legged members of the family safe, healthy and comfortable at all times.

Did you know that some types of rock salt and ice melt can pose a serious threat to pets? Doing your homework to find an animal-friendly rock salt is of the utmost importance.

The Best Rock Salt for You –

Safer than Salt - Breeder's Preferred

Ice prevention and melting shouldn't mean that you have to compromise your pet's safety and vice-versa.

Safer than Salt features a CMA coating that is more pet-friendly than other ice melting products while still offering fast-acting and highly effective solution for keeping surfaces free and clear of ice.

Safer than Salt – Breeder's Preferred:

- Protects your pets.
- Is fast acting.
- Is always easy to see on the surface and on your pets.



THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Homes with Pets

Why Choose Safer than Salt - Breeders Preferred

Are you wondering if Breeder's Preferred is the right option for you? Consider these reasons for utilizing this popular ice melting product:

Protect Your Pets

Household pets (especially dogs) must frequently go outdoors during the winter. Whether your pup is going to the bathroom or you're taking him for a walk, the dog's paws could easily come into contact with granules of rock salt.

Once your pet comes inside and the salt begins to melt any snow or ice that may be clinging to its paws, an intense burning sensation can occur. On top of this, dogs are known to eat snow and lick ice. Should any rock salt be ingested amongst the snow, the animal could become extremely ill. In serious cases, the consumption of rock salt can lead to death.

The CMA coating on Safer than Salt - Breeder's preferred significantly reduces this risk, while the colored granules also allow pet owners to spot contaminated snow and prevent exposure to their animals

Other Benefits

Safer than Salt - Breeders Preferred isn't just a market leader because of its ability to keep little paws safe. In addition to protecting your pets, you can expect Breeder's preferred to melt ice at temperatures down to -25 degrees Fahrenheit with a fast-acting and highly effective formula.

As an added bonus, with its bright green-tinted granules, Breeder's Preferred allows you to keep track of how much rock salt has been spread to avoid overusing it.

THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Homes with Concrete Surfaces

Take a look around your property. Are any of your regularly trafficked surfaces such as driveways, walkways or front steps comprised of concrete?

If so, you'll want to beware of the danger of simply grabbing just any rock salt product off the shelf. Certain ice melting materials are better suited to concrete than others, and making the right decision could save you a great deal of money and hassle on repairs.



The Best Ice Melting Compounds for Concrete

Using plain old rock salt (sodium chloride) is the wrong choice for those with concrete surfaces. Fortunately, there are highly effective alternatives to choose from. Look for ice melting products that are comprised of either calcium chloride or magnesium chloride. Some of the most popular de-icers that are comprised of these chlorides include Calcium Chloride Crystals, Paladow Calcium Chloride Pellets, DowFlake Xtra Calcium Chloride. Safer than Salt - Commercial Formulation also features magnesium chloride.

Why Choose Calcium or Magnesium Chloride-Based Products

Without the right chemical makeup, rock salt and concrete can act as mortal enemies. It's important to understand the properties of concrete and de-icers in order to:

Protect Concrete Surfaces

Many people mistakenly think of concrete as an impervious surface. In reality, though, concrete is capable of absorbing water. Plain rock salt is generally effective down to 20 degrees Fahrenheit. When the material is able to reduce ice to water, some of the water-brine solution will make its way into the concrete.

Should the temperatures drop below 20 degrees, the mixture will freeze and harden, putting pressure on the concrete and creating small craters, cracks and pock-marks.

Calcium Chloride and Magnesium Chloride, on the other hand, are able to function at temperatures well below zero. A solution of water mixed with ice melts like these will not freeze within the concrete and damage surfaces.

Other Benefits

Depending on the specific product that you choose to work with, you could enjoy a host of other benefits from your concrete-friendly rock salt. Calcium Chloride Crystals, for example, have one of the longest working lives on the market, being effective for up to 24 hours.

Peladow Calcium Chloride Pellets release heat to speed up the melting process and DowFlake Xtra sticks to the ground on contact for added traction.

THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Homes with Environmental Concerns

In today's world, many families are growing increasingly concerned about the well-being of our environment.

Numerous households make the conscious effort to reduce, reuse, recycle and to use eco-friendly products, wherever possible.

For those who embrace the "green" lifestyle, it's important to find an ice melting compound that will have a minimal impact on the environment.

The Best Rock Salt for You - EnvironMelt

In response to the world's cry for environmentally responsible products, EnvironMelt has been specially formulated with a Calcium Magnesium Acetate (CMA) Coating.

This makes the granules safer to spread throughout your property without negatively impacting the earth.



THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Homes with Environmental Concerns

Why Choose EnvironMelt

Those who are passionate about protecting the earth and its delicate ecosystem will love EnvironMelt for the following reasons:

Protect the Environment

Plant life is essential to maintaining balance within the environment. Vegetation produces oxygen and acts as a food source to humans and animals alike. When rock salt is used around plants, it can cause severe damage.

Exposure to salt can actually detract from the cold hardiness of the buds and stems of certain species of plants. This can make them more prone to freezing and not surviving the winter. In addition to this, salt can be absorbed by the soil.

A mass accumulation of salt can prevent needed moisture from reaching plant root systems, and can also negatively impact soil chemistry creating hostile growing conditions. The CMA coating used on EnvironMelt granules makes it far less harmful to vegetation.

Other Benefits

EnvironMelt is not only good for the environment, but it's coating also makes the material safer for your pet's paws and children at play. The material is also very safe and easy to apply and doesn't require the use of any protective clothing.

As an added bonus, EnvironMelt is able to form a protective coating on surfaces which helps to prevent damages to concrete and wood. What's more, the many protective qualities of this ice melt doesn't mean that it won't work swiftly and effectively. EnvironMelt works in temperatures down to -25 degrees Fahrenheit.

THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Homes on a Budget

Snow and ice tend to show up right around the holidays.

Although the winter wonderland can add to the magic of the season, it can also put a burden on your bank account. It doesn't have to be this way, though.

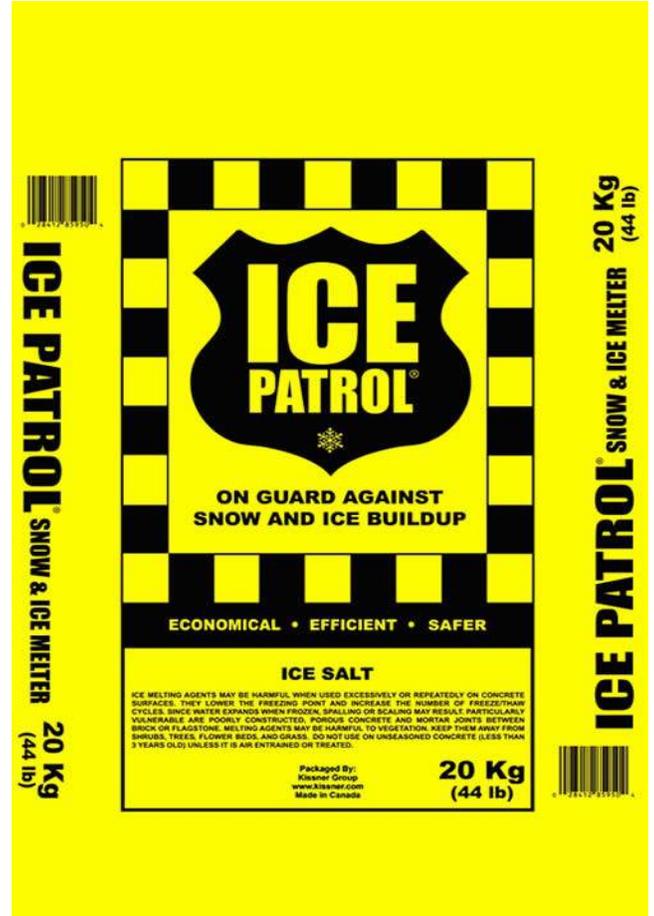
When you know which types of rock salt to look for, you can enjoy an effective ice melting solution on a budget that you can afford.

The Best Rock Salt for You - Ice Patrol

Ice Patrol is one of the most highly recommended and sought-after ice melting products on the market for those homeowners who are concerned about sticking with a budget.

This product sticks with the basics, making it less costly than other de-icers, but is still able to effectively prevent ice formation and melt existing ice.

A sodium chloride catalyst speeds up the process allowing for fast and long-lasting results.



THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Homes on a Budget

Why Choose Ice Patrol

Want to keep dangerous icy patches away from your property without sacrificing your hard-earned cash? Ice Patrol can help:

Protect your Wallet

One of the biggest problems that homeowners have in terms of purchasing ice melt is that harsh winters can make the costs quickly add up. If you have a lot of ground to cover and there's frequent precipitation, you may need to go through several bags of rock salt in order to get through the season.

Depending on the brand that you choose to work with, your coverage area, and the weather conditions, you could end up investing quite a bit of money in your stockpile.

The good news is that Ice Patrol offers a more affordable solution to keeping your property safe. Because sodium chloride is quite prevalent, it's less expensive. This means you can purchase a 50 pound bag of rock salt for less than many other competitors without putting your family at risk for an ice-related injury.

Other Benefits

It's easy to purchase a stockpile of Ice Patrol in advance, because it's extremely storage-friendly. The product has been dehydrated to prevent any clumping as a result of very cold temperatures.

Those with a home salt spreader will also enjoy the simplicity and efficiency of applying the material to the ground. This is because Ice Patrol features crystals of various sizes so that each granule can flow freely through the spreader without complications.

The ice melting material is free from hazardous components, making it safer for use around little ones, and when used as directed, it won't cause rock salt and residue to be tracked indoors.

THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Using Rock Salt at Your Business

Even when the weather is bitterly cold, businesses, schools and other organizations need to continue to operate.

This means that people will need to have the ability to safely drive throughout your campus, park their vehicles and walk indoors. All it takes is one car wreck or slip-and-fall accident for you to be faced with a lawsuit.

As a result, it's extremely important that you take all measures possible to keep your property free of ice. Not only will the material lower the freezing temperature of water, but it will also help to improve traction.

To help avoid incidents, it's important to plan ahead and prevent ice from ever having the ability to form on your parking areas or walkways.

Having rock salt on hand before the harsh winter conditions hit will allow you to spread the material before precipitation falls and temperatures dip below freezing.



THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Using Rock Salt at Your Business



Assessing Your Business's Need for Rock Salt

Because places of business receive so much vehicular and foot traffic, it's imperative that you plan ahead carefully and buy enough rock salt to get you through the entire winter. You'll also need to assess the composition, melting power and characteristics of the various types of available rock salt to ensure that you find a suitable match for your property's requirements.

How Much Rock Salt to Buy & Use

When looking at bags of rock salt, you'll notice that the product manufacturer will typically specify how much material you'll need per square feet or acre. As in the case of homeowners, you'll need to measure your coverage area, including any drives or road systems throughout your campus, parking areas, sidewalks, steps or ramps. Use these numbers to determine how many bags of rock salt you will need in order to adequately protect your property against ice.

It's always in your best interest to plan for the worst-case scenario, as rock salt can be stored, and it's better to be prepared with plenty of de-icer in stock than to be empty-handed during a rock salt shortage. Assume you'll need to apply rock salt up to 20 times during the season, and calculate how many bags you'll require. If your requirements demand 49-784 bags, you would be best served by purchasing materials by the pallet. Any needs greater than 784 bags will be met by a truckload order.

THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Rock Salt for Senior Citizen Homes & Communities

As our bodies age, we become more prone to injury, and those injuries take longer to heal.

Because of this, it's extremely important that the campuses of nursing homes and retirement communities are well protected against the threat of ice formation.

In addition to finding a de-icer with exceptional melting power, you also need to find a product that's physically safe for the elderly to walk upon.

DowFlake Xtra Calcium Chloride

DowFlake Xtra Calcium Chloride is different from other products on the market because instead of coming in the form of granules or pellets, the product is flakey in nature.

This allows the material to lay flat when it's applied, and continues to remain flat even after snow and ice has been melted away from ground surfaces.

DowFlake Xtra is so effective that in 20 minutes it melted:

- 30% more than magnesium chloride flakes
- 35% more than magnesium chloride.
- 130% more than urea.
- 400% more than potassium chloride.



THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Rock Salt for Senior Citizen Homes

Why Choose DowFlake Xtra Calcium Chloride

When caring for elderly persons is your responsibility, you're required to take all necessary precautions in order to avoid accidents and injury. DowFlake Xtra Calcium Chloride is the perfect solution for winter safety because it:

Protect your Residents

Cold weather can pose a number of threats to the health and well being of the elderly, and ice is one of the leading causes of senior injuries during the winter season. From time to time, residents of a nursing or assisted living home, or a senior retirement community may need to go outdoors. If ice is present around the facility, residents could slip and fall, resulting in serious bodily harm and emotional trauma.

While putting down rock salt or other ice melting materials will resolve this problem by lowering the freezing temperature of water, the de-icer could actually create other hazardous conditions. Ice melt that is in pellet or granule form can make it more difficult for seniors to tread safely upon paths and walkways. Products in these forms create an uneven surface that can cause someone to lose their balance, and can even become caught in the wheels of a walker, leading to injury.

The major advantage of DowFlake Xtra Calcium Chloride is that it's flake form keeps the product flat against surfaces so that no danger is posed to seniors as they move from one place to another.

Other Benefits

DowFlake Xtra Calcium Chloride offers a number of benefits to those who choose to use it. Besides being safe for mobile seniors, the de-icer boasts exceptional melting power and speed.

It works faster than urea and potassium chloride and instantly releases heat to quicken the melting process. Results can be seen within the first 20 minutes of application. In addition to this, calcium chloride is known to be one of the safest materials to be used on concrete surfaces, preventing damage and expensive repairs.

THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Rock Salt for Schools & Colleges

Education doesn't get put on hold for the cold.

After a winter storm, local schools and college campuses must quickly be cleared of snow and ice so that classes can resume as normal.

Parents need to be able to safely drop children off at their schools, kids and staff need to be able to enter the building without the threat of ice, and collegiate students must be able to navigate the campus without falling on slick patches.

The Best Rock Salt for You –

DowFlake Xtra Calcium Chloride

Comprised of fast-acting and highly effective calcium chloride, DowFlake Xtra is able to handle even the most extreme winter conditions.

Unlike other ice melting products, DowFlake come in flake form, allowing the material to be applied flat against the ground and remain flat after snow and ice are gone.

DowFlake Xtra is so effective that in 20 minutes it melted:

- 30% more than magnesium chloride flakes
- 35% more than magnesium chloride.
- 130% more than urea.
- 400% more than potassium chloride.



THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Rock Salt for Schools & Colleges

Why Choose DowFlake Xtra Calcium Chloride

When a large number of children and adults must traverse your school's campus each day, DowFlake Xtra Calcium Chloride is the safest and smartest option:

Protect Students & Staff

Running children, teachers and aides attempting to supervise chaotic school drop-off and pick-up zones and distracted college students walking to class are just a few examples of situations you may encounter.

The safest way to protect these individuals from sliding and falling on the pavement is to not only eliminate ice from the equation, but also to maintain an even sidewalk surface.

While the pellets or granules of other ice melting products can cause distracted individuals to slip or trip, DowFlake Xtra remains flush with the ground for smooth walking.

Other Benefits

Users of DowFlake Xtra will notice immediate results, as the material instantly begins to release heat and break down ice. This means that even if icy conditions are detected in the morning, the material can start acting quickly to ensure that no classes need to be canceled or delayed.

DowFlake Xtra will also keep your school's exterior property looking pristine at all times. Because the ice melt is comprised of calcium chloride, it will minimize or eliminate the risk of damages to concrete walkways and other campus-wide surfaces.

THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Rock Salt for Local Businesses

Ice may be in the forecast, but that doesn't mean that business can grind to a halt.

Employees need to be able to get to work, products need to be made, packages need to be delivered and services need to be rendered.

Whether a local retailer or a furnace repair company, you and your team must have the ability to come and go from your business's property with safety and ease.

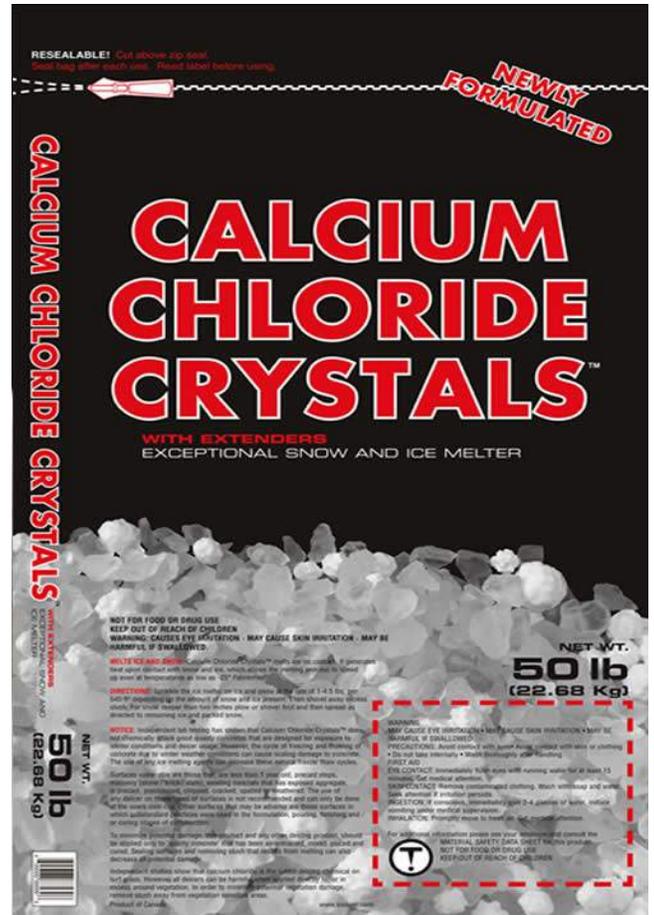
The Best Rock Salt for You: Calcium Chloride Crystals

Effective in temperatures as low as -25 degrees Fahrenheit, Calcium Chloride Crystals are one of the most reliable ice melting products on the market.

The chemical composition of these granules make it possible not only to lower the freezing temperature of water, but also to instantly release heat so that the melting process is sped up exponentially.

Calcium Chloride Crystals:

- Have been formulated to last up to 24 hours.
- Provides instant traction on surfaces.
- Engineered for minimizing tracking indoors.



THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Rock Salt for Local Businesses

Why Choose Calcium Chloride Crystals

Are you trying to stay in business when the temperatures plummet? Calcium Chloride Crystals will help you do just that:

Protect Customers, Employees and Visitors

From the time that an individual enters into your property, their safety is your responsibility. Whether UPS is pulling up to drop off a parcel, a staff member is parking or a client is approaching your building, it's your job to make sure that all surfaces are free of ice. Any injuries sustained as the result of an accident could lead to a lawsuit.

Because of this, you'll need to use an ice melting product that will work in a wide range of weather conditions, melt ice quickly and prevent it from re-forming. Calcium Chloride Crystals are known to be one of the fastest, most versatile and long-lasting de-icers on the market. This brand of rock salt will make sure that your business's campus is safe all winter long.

Other Benefits

It's important for businesses to keep both the exterior and interior of their facility in tip-top condition. Appearances, after all, make an impression with visitors. Pock marks and large cracks in concrete parking lots and walkways can look unprofessional. The good news is that Calcium Chloride is the safest ice melting product for concrete and will protect your property against damage.

In addition to this, Calcium Chloride Crystals can maintain the condition of your building's carpets. When applied correctly, it minimizes the tracking of rock salt indoors. Lastly, Calcium Chloride Crystals are one of the longest-lasting de-icers, enabling you to get more value out of less material.

THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Rock Salt for Driveway Plows



The Best Rock Salt for You:

Bulk Rock Salt

Bulk rock salt is available to contractors and businesses who need a large amount of material.

Contractors can choose which brand of ice melting product will best suit the needs of their clients and maintain a bulk supply for use throughout the cold winter months.

Braen Supply's Bulk Rock Salt:

- Is NJ DOT approved.
- Available for pickup and delivery.
- Available by the yard or ton.

Some home and business owners prefer to hire an outside service to clear their residential and business driveways.

Elderly persons may be physically unable to do the work on their own, whereas others may simply not have the time in their busy schedules to do so.

Whatever the case may be, contractors absolutely must have enough rock salt on hand to meet consumer demands and ensure that their customer's driveways are safe to drive and walk upon.



THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Rock Salt for Driveway Plows

Why Choose to Buy Rock Salt in Bulk

If you need to clear a large number of residential and business driveways, buying rock salt in bulk is your best bet:

Protect Your Customers and Your Business

Safe customers are satisfied customers. If you've been hired to remove snow from a driveway and keep it free of ice patches, you can't afford to run short on rock salt.

While over-applying ice melt doesn't impact the material's effectiveness, under-applying can be disastrous. Without ample melting power, a driveway could be dangerous to drive on. Not only does this put your customers in danger, but it could also lead to a bad business reputation.

We're expecting a long, hard winter, and as such, you need to buy a bulk supply of rock salt well in advance so that you can be sure that you'll have enough product to meet your customer's needs throughout the season.

Other Benefits

Although you'll need an ample supply of ice melting materials in order to meet customer needs, you also need to stay on course with a reasonable budget if you hope to profit throughout the season.

Contractors can easily save money by purchasing all the rock salt that they need at once, and before de-icers are in seasonal demand.

Buying in bulk also affords contractors the luxury of having the option to either pick up their own materials or to enjoy the convenience of having a supplier deliver their ice melt.

THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Rock Salt for Sidewalk Clearing Services

Homeowner associations, business owners and even cities may turn to a contractor in order to clear snow off of certain sidewalks and walkways, and to spread rock salt for ice prevention.

Because long stretches of pavement may need to be taken care of, it's important to find an ice melt that is not only effective, but also affordable.

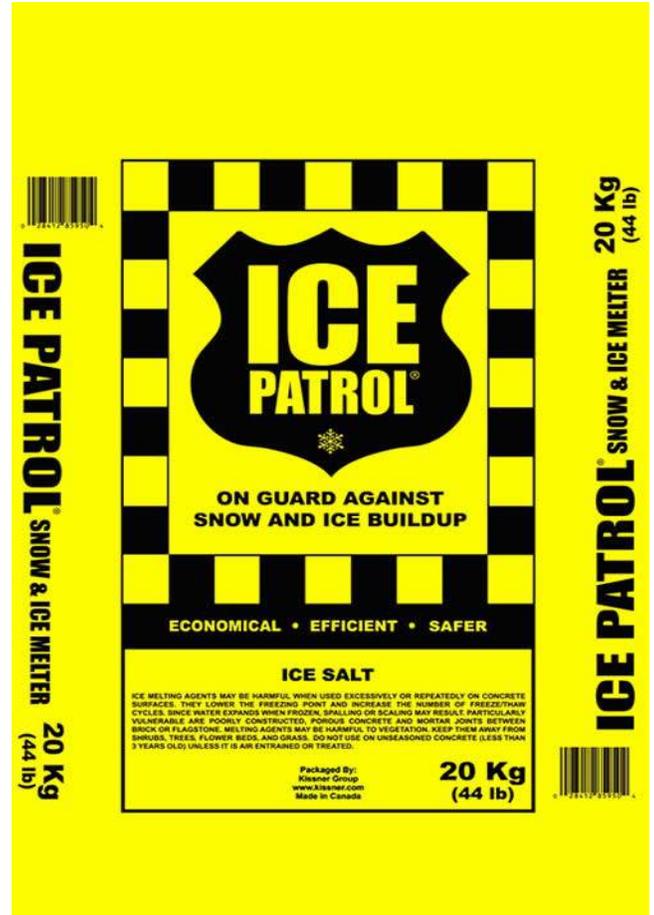
Ice Patrol

As one of the most affordable products of its kind, Ice Patrol is known for being efficient, effective and economical.

The material is comprised of sodium chloride which is able to drastically lower the freezing temperature of water, safeguarding paths against hazardous slick spots.

Ice Patrol:

- Is dehydrated to prevent clumping.
- Contains no hazardous components.
- Formulated to protect plant life and vegetation.
- Meets requirements of the AASHTO.



THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Rock Salt for Sidewalk Clearing Services

Why Choose Ice Patrol

When a solid and budget-friendly rock salt is what you need, Ice Patrol is the solution:

Protect Pedestrians

Even when it's cold outside, pedestrians still need to be able to safely navigate city and residential sidewalks, or front walkways leading to businesses and organizations.

Some individuals may even enjoy an afternoon stroll on a paved park trail. Ice Patrol is an ideal option because its low cost enables contractors to liberally apply the material over long distances to prevent ice without ever breaking their budget.

Other Benefits

Rest assured that Ice Patrol rock salt doesn't contain any hazardous components and has been screened for quality. No rocks will make it through this screening process. It's this attention to detail that makes Ice Patrol safe for use on public walkways without posing a threat to passers-by.

Granules in various sizes also simplify the process of spreading the ice melt through rock salt spreaders so that the job can be done quickly and efficiently.

This product is very easy to store because it's been engineered and dehydrated to prevent any clumping.

THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Rock Salt for Road Plows



When streets are filled with snow and ice, entire cities shut down.

Contractors who are hired to clear the roads are expected to do so quickly and efficiently.

Enough rock salt must be applied to streets to prevent ice and allow for safe driving conditions.

This photo is courtesy of Johan Lange

Bulk Rock Salt

Rock salt can be purchase in bulk in order to sustain a contractor's inventory throughout the entire winter month.

Because so much material is required to get the job done, bulk amounts of rock salt are your best option.

Braen Supply's Bulk Rock Salt:

- Is NJ DOT approved.
- Available for pickup and delivery.
- Available by the yard or ton.



THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Rock Salt for Road Plows

Why You Should Choose to Buy Rock Salt in Bulk

With the entire city counting on you, it's imperative that you have enough ice melt to meet their needs. Buying in bulk is the best way to:

Protect Pedestrians

When roads are icy, drivers may lose control of their vehicles. Cars and trucks may slide off the side of the road into ditches, becoming lodged in snow banks or even flipping the vehicle over. Even worse, slippery conditions can lead to collisions as the result of sliding into oncoming traffic or being unable to come to a stop.

The only way to help prevent this from happening is to make sure that enough rock salt is spread across the surfaces of roadways. Contractors simply cannot afford to run out of ice melting products. Buying a bulk supply in advance will enable you to survive the season - even during a rock salt shortage - and keep the streets safe.



THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Storing Rock Salt

Regardless of how little or how much rock salt you need to buy and store in order to get you through the winter, it's important that you have the means to properly maintain your stockpile. Ice melting products are not impervious to damage, and unless you take care to protect your purchases against potential threats, you could end up losing a big chunk of your investment.

This could result in the need to spend more money on additional supplies of rock salt, being unable to protect your property in the event of a rock salt shortage, or leaving your customers unsafe and unsatisfied.

To avoid these negative consequences, it's in your best interest to take a bit of time to plan ahead with regard to how you plan to keep your stockpile of ice melt in the best condition possible. Some things to consider when storing rock salt include:

Moisture

The purpose of applying rock salt to snow and ice is to allow the granules, pellets or flakes to dissolve and form a brine that will cause frozen water to melt and prevent it from re-forming. If your rock salt comes into contact with moisture prematurely, you can expect it to dissolve away and leave you with a messy, watered down solution that can't be used to protect your property.

One of the most important things you can do to protect your supply of ice salt is to make sure that it's stored in a location that is sealed off from moisture. Storage facilities with leaky roofs or areas near the foundation that allow runoff water to seep indoors should be repaired. Homeowners with a limited number of bags should consider placing rock salt inside sealable containers for added protection.

Those with a bulk stock should keep materials elevated off of the floor and covered with tarps for added protection.

THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Storing Rock Salt



Temperature

Rock salt can be negatively impacted by the temperature within a storage facility. A number of ice melting products have a tendency to begin clumping at temperatures below 20 degrees Fahrenheit. When this happens, it becomes much more difficult to spread and evenly distribute the granules across a concrete or asphalt surface. Ultimately, the large clumps can cause users to run out of material more quickly and end up wasting money. For best results, rock salt should be stored in an area where temperatures can be expected to remain at 20 degrees or above.

Running Inventory

It's always wise to keep an eye on your rock salt supply as the winter months progress - especially if you're dealing with a bulk stockpile. Track how much rock salt is used after each period of inclement weather to ensure that you're on track with your estimate for the amount of material you'd need for the season. Spotting trends of overuse early-on can prevent you from running low before the cold weather subsides, and the sooner that you're aware that you may need more, the better off you'll be.

THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Buying Rock Salt

All of the effort that goes into planning your rock salt needs is for naught if you aren't smart about actually buying ice melt. Although numerous retailers and suppliers sell de-icing materials, not all vendors offer the same products, value or level of industry expertise. Finding the right one for your needs could make the difference between an easy and difficult winter. When you know what you're looking for, pinpointing the best rock salt supplier is very simple.

Stellar Customer Service

When you visit a big box retail store, you'll notice that while there are many employees roaming about, most of them are too consumed in their own tasks to pay much attention to every customer who walks in.

As a result, you'll probably find yourself wandering the aisles for awhile, trying to find the ice melt that you need. Once located you may be required to invest quite a bit of your time in reading through product labels and attempting to determine which is right for your needs.

A quality rock salt supplier, on the other hand, will immediately be ready to provide you with all of the service and support you need.

Whether you're visiting the store or calling in with questions or an order, a representative will be able to discuss your options with you, assist you in calculating your coverage needs and answer any questions that you may have.



THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Buying Rock Salt

Knowledge & Honesty of Sales Staff

There are few things more frustrating than tracking down a store employee only to find that they are unable to address your questions or provide you with valuable information. Why put your confidence in a retailer that doesn't employ a team that's actually familiar with the rock salt products they're trying to sell?

Your supplier should have a working knowledge of how each different type of rock salt works, what the product is comprised of and which specific set of needs it will fulfill.

In addition to this, your salesperson should be honest and up-front with you. Perhaps you walked into the store thinking that you needed X product when, in reality, the less expensive product Y is the better solution for you.

A great salesperson won't try to sell you something you don't need.

Wide Variety of Available Products

Every person, business, or organization has their own specific requirements and desires for the rock salt that they choose to use.

Because there's no "one size fits all" ice melting product on the market, it's critical that you seek out a supplier that carries a large inventory of different de-icers.

This will ensure that you'll be able to find a product that's tailor-fitted to your needs.



THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Buying Rock Salt

Fair Pricing

Don't end up spending more money than the rock salt is actually worth. Some retailers will have a tendency to jack up the prices of ice melting products as soon as the temperatures drop as a means of exploiting consumer demand.

The best rock salt suppliers will have the integrity to maintain fair and reasonable rates throughout the season so that its customers can remain safe without stretching themselves financially.

Convenience

Buying rock salt shouldn't be a challenging ordeal. Giving your business to a local supply company with convenient hours for pickup will ensure that you're able to stock up without bending over backwards and inconveniencing yourself.

For those who are in need of bulk amounts of rock salt, be sure to find a vendor that offers delivery services. Pallets and truckloads can be dropped off at your door so that you don't have to lift a finger.



THE DEFINITIVE GUIDE TO BUYING ROCKSALT

Final Thoughts on Buying and Using Rock Salt



No matter how great or small your needs are, purchasing rock salt is a part of life for anyone who experiences the winter season. In order to protect yourself against the hazards associated with ice formations, you must understand the best way to go about preventing water from freezing while also meeting other basic needs.

Even if you're not 100% positive about which type of rock salt you should stock up on, our team of experts are standing by, ready to listen to your concerns and help you to find a product that will enable you to achieve your objectives.

The Braen Supply sales staff is familiar with the ins and outs of every brand of ice melt that we carry, making us the leading experts on rock salt in NJ. In addition to directing you to the best ice melt solution for your needs, our team will go the extra mile by working with you to calculate how much rock salt will be needed to protect your coverage area against ice. From the smallest residential driveway to the largest corporate campus, there's no job too small or too big for us to handle.

Because we're so passionate about taking care of our customers throughout the winter months, we also strive to make our rock salt as affordable as possible. You can count on the fact that you'll receive consistently fair estimates and prices when you work with us.

Braen Supply is dedicated to meeting your rock salt needs in a way that's convenient for you. For some customers, that means taking advantage of our accommodating store hours in order to pick up their own ice melting products. For others, the idea of having a bulk supply of rock salt delivered by the pallet or truckload is more convenient. Whatever the case may be, we're here to make your life easy and comfortable this winter season.

