

MEET THE SALT THAT MADE US FAMOUS

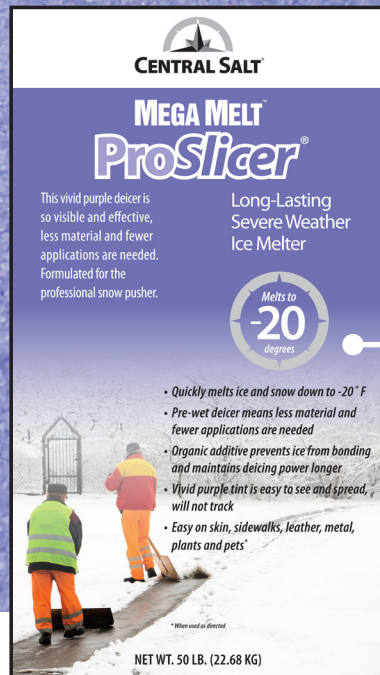
Our Customers Tell the Story

"This product melts so effectively that I am able to use 30-50 percent LESS product."

"As long as I am in the snow removal business, the 'purple salt' will be the only product in my salt bin!"

"Now our clients connect the purple colored salt with quality and effectiveness."

"It has made our job easier and saved a lot of money."

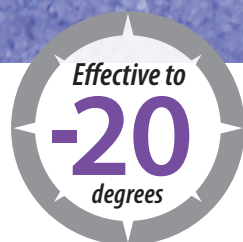


SnowSlicer™

Bulk Pre-Wet
Enhanced Deicer

ProSlicer®

Long-Lasting Severe
Weather Ice Melter



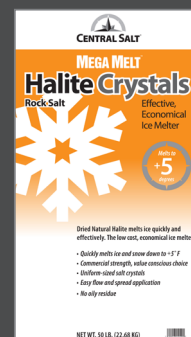
This vivid purple deicer is so visible and effective, less material and fewer applications are needed. Central Salt "pre-wetting" technology means it melts fast, lasts long and performs better.



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ALSO FROM CENTRAL SALT!

- ASTM Bulk Deicing Salt
- Packaged Rock Salt and Blends
- High Performance Liquid Deicers
- Packaged Calcium Chloride (pellet and flake)



SERVICE MATTERS

Central Salt owns a rock salt mine and operates 14 strategic depots and warehouses to serve your needs.

**SEE US IN BOOTH #125.
LET'S TALK SALT!**