

Environmentally-friendly Icemelter

- A Cost / Benefit Analysis



Why Go Green?

“The biggest concern these days seems to be global warming. Fear of global warming...has renewed interest in environmentalism...” “[And] with rows of organic products at the grocery store and celebrities arriving at the Oscars in hybrid vehicles, [it seems] environmentalism may finally be taking hold” (“Does it Pay to Be Green?”, Heather Kauffman-Peters, *Hardware Retailing* May 2007).

So what does that mean for manufacturers, distributors and retailers? End-users are demanding that green products be made readily available. They are beginning, in great numbers, to favor distributors who carry green products and distributors are, in turn, putting pressure on their suppliers to add green options to their product lines. Anyone who wants to keep up is being forced to jump on the green bandwagon. This couldn't be more true than in the Jan-San industry.

Writes LisaWichmann, Editor in Chief at Purchasing B2B Magazine in May 2007, **“...in the years ahead, knowledge of green procurement will be as important to purchasers as negotiation skills.** Global warming...[as an issue] has finally infiltrated the executive boardroom. CEO's will champion green procurement...to keep pace with rivals...Maintaining a positive company image without a green supply chain will be virtually impossible in the next 10 years. The trend has already kicked off.”

But the right choice isn't always the cheap choice...

In a perfect world, the green choice would be the only choice. Having the freedom to make the environmentally responsible choice as a consumer is valuable outside the range of dollars and cents. It should be a choice that's made without concern for the cost. It is not, however, always that way.

Distributors and end-users are forced to weigh the pros and cons of their purchase choices constantly: If I spend now, will I save later? Is it worth the money to be green? Does it work as well? Can I sell this?

When it comes to icemelt, this is definitely the case. Why? Because the environmentally-choice has a higher price tag. Customers that make buying decisions based solely on price are hard pressed to see the justification in spending more. [XNYNTH Manufacturing Corp.](http://www.xynyth.com) works hard to solve this dilemma for their customers. After more than two decades in the industry, they're proud to be able to make it both affordable and gainly for customers to make the environmentally friendly choice. In order to help you to convey this sentiment to your customers, they have put together this Cost Benefit Analysis. It's important to remember that XNYNTH has a number of environmentally friendly icemelter options unlike anything else on the market today.

How do I justify spending more?

People have been using sodium chloride (NaCl), or rock salt, to meet their ice melting needs for years, unaware or unconcerned about the enormously negative effect that salt has on the environment: Salt is toxic to surrounding vegetation, damaging to soil, and it ends up in our waterways destroying ecosystems (see below).

Excerpt from a June 2007 XYNYTH Press Release:

"Icemelt Company Sets the Record Straight About Salt"

"...Salt is an old stand-by when it comes to melting snow and ice during winter months, but it does more bad than it does good, no matter which way you look at it. Salt, applied in the amounts necessary to actually melt snow, pickles aquatic life, destroys vegetation and significantly alters soil structure. It's harmful to use around children and pets and damages concrete and flooring if tracked indoors. And while it will melt snow, it's definitely not the most effective product on the market anymore - there are options that melt faster, work longer and cost less. To put it plainly, salt's bad. Heck, too much of it's bad for our own health - "Consuming too much salt can cause high blood pressure, heart disease, edema and kidney stones" (Susanne Meyers, ezinearticles.com) - why should we expect it to be any better for the environment? XYNYTH Manufacturing Corp. has been in the ice melt business for over 20 years. They know a thing or two about melting snow - and they have a solution to salt that many North Americans are already using faithfully: **GroundWorks Natural Icemelter** is a fertilizer based icemelter that works better than salt, but causes none of the damage. In fact, it actually works to repair some of the damage caused by years of salt use. GroundWorks is an easy sell - it does exactly what it promises.

The Toronto Sun, Wednesday March 28, 2001

Road salt ruins Toronto's rivers

Tests find levels 140 times Ontario limits

By ZEN RURYK
City Hall Bureau Chief
Toronto's river system is being pickled by road salt, environmentalists say. Kevin Mercer, of Riversides Stewardship Alliance, yesterday released results of river salt testing the city conducted in December and January. In one case, samples of storm sewer discharge taken at a tributary of Mimico Creek, near Hwys. 427 and 401, contained a salt concentration of 35,000 milligrams per litre - 140 times the limit set by provincial water-quality standards.

whatever lives or would like to live in that water," said Mercer. "You couldn't drink it. Provincial water-quality standards set 250 milligrams per litre as the limit for salt." He called for city council to significantly reduce the 130,000 tonnes of salt Toronto crews put on roads each winter. He also wants the city to look at alternatives to road salt.

Rivers run high

Testing results from the Humber River at Black Creek Rd., the mouth of Highland Creek and the Don River near Bloor St. all showed salt levels ranging from more than three to 21.5 times the provincial limit. Results from the mouth of the Rouge River were as high as 1.7 times the provincial limit.

Environmentalists will ask Toronto's work committee today to endorse an Environment Canada report which classifies road salt as environmentally toxic.

Gary Welsh, of Toronto's transportation department, said road salt is effective, easy to spread and, at about \$50 a tonne, fairly cheap. "An alternative to salt is not at this time practical," he said.

Welsh said his department hopes to have a new salt-management plan in place before next winter that would reduce amounts.

"At that rate, you might as well be pickling

NATIONAL POST, FRIDAY, NOVEMBER 30, 2001

CANADA

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Road salt a slippery issue for Ministry of Environment

SCIENTISTS VERSUS CHEMICAL COMPANIES

The salt that stops cars from sliding on slippery roads soon may be officially listed as an environmentally toxic substance. David Anderson, the Minister of the Environment, will make the recommendation in tomorrow's *Canada Gazette* to list road salts under the Canadian Environmental Protection Act (CEPA). "We are absolutely not considering a ban on road salt. We are looking at better management to reduce their environmental impact," said Mr. Anderson's press secretary, Kelly Morgan. But an industry representative said yesterday salt just is not getting a fair shake. "We don't agree that it should be

listed under CEPA," said Al Hamilton, chemical business manager for Sifto Canada. "If road salt is managed properly, we don't think it gets to the toxic stage." Canadians use some five million tonnes of salt annually to melt the snow and ice that clog winter roadways. But a five-year scientific review, completed last summer, found the salt from highways and storage compounds can poison plants and small animals



Salt also seeped into creeks and small lakes, causing subtle changes to plant life that could affect larger

ecosystems. A listing under CEPA would allow the government to pass regulations that would require using less salt, storing it better and minimizing runoff. But Mr. Hamilton said salt sellers, through their industry association, the Salt Institute, already promote good management. He quarrels with the science in the government report, saying it does not justify a toxic listing. And he is concerned listing it as toxic will cause people to hold off on the salt - possibly leading to more accidents. If salt makes the list, a consultation process ensues, which can take up to three-and-a-half years, to determine the best way of regulating road salt. *Kate Jalinas, Ottawa Citizen*

Environment - 2/13/2002 12:24:40 PM

THE CHARLOTTE OBSERVER | www.charlotte.com

Canada may declare rock salt a toxin

TORONTO — Canada is considering listing rock salt, a polluter of water systems via stormwater runoff, as an environmentally toxic substance.

John Steele, a spokesman for the Ministry of the Environment, confirmed that government officials in Ottawa have proposed listing road salt as an environmentally toxic substance and that a period of public consultation on the issue is underway.

"There's no doubt we get significant levels of chloride that can run off during winter months when a lot of road salt is being used by municipalities," he said. "It makes some sense that we reduce the amount of salt that we use because of its effects on the environment."

After years of study, it was determined that when rock salt is applied in sufficient concentrations, it poses a risk to water systems, according to Xynyth, a Vancouver-based company that distributes what it claims is an environmentally friendly ice-melter.

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Clean and Restore | G.F. CHASTAIN

Try an ice melter that's environmentally friendly

Q. Last year you wrote about a chemical that melts ice and is environmentally friendly - but I lost the copy of your column. Could you print it again?

Glad to. Here it is: Commercial facilities are turning to the commercial version of Mountain Organic Natural Icemelter put out by Xynyth Manufacturing Corp. For information, visit www.xynyth.com online or call (800) 635-8423.

Some ice melter products claim to be environmentally friendly. On closer inspection they have some environmentally friendly ingredients, but are 90 percent rock salt. As a result,

and then of course there are blends and dye-added products.

Dye is added to show where you are spreading the product. Think about this; it will dye your concrete, get on shoe soles and track in on carpets and on wood floors, and stain carpet in your car.

Ice-melter products come in pellets, granules, flakes or liquid. Most buy granules for easy application and have discovered the flaked ones don't penetrate deep enough or liquify what's below.

Most consumers look for cost-effective products, but consider the replacement cost of concrete and landscape, frequent cleaning and maintenance, the harm it is

but has discovered over the last 10 years that Mountain Organic Natural Icemelter has become 85 percent of its business because people are realizing in the long run, the replacement, labor and damage costs are greatly reduced and the environment won't be compromised.

Why does it work? Mountain Organic Natural Icemelter is a blended fertilizer-based product. While it is a bit pricier, the application only requires one-fourth cup per square yard - about 13 cups to do 50 square yards - and starts working immediately. In comes in plastic jugs, bags, boxes and in quantities from 12 pounds to 1 ton.

Widespread environmental deterioration in the recent decades has forced a general shift in societal mentality that has us far more accepting of environmentally-friendly alternatives. While some consumers still find it hard to believe that the new green products are as effective as the conventional products on the market, most sectors are actively pursuing green options. And the end-users are forcing commercial distributors and national retail outlets to follow suit.

One of [XYNYTH Manufacturing Corp.](#)'s environmentally friendly icemelter product choices, [Mountain Organic Natural Icemelter™](#) contains a large percentage of potassium (K), a fundamental ingredient in fertilizers, and therefore safe for use on or near vegetation. Moreover, unlike sodium chloride, potassium is actually an *essential* and primary nutrient required by all plants. Tests have shown it has no deleterious effects on soil or the quality of surface water. Further, potassium has a counteracting effect on the impairments caused by salt, thus acting to repair soil damaged by years of rock salt usage. And consumers care about their stuff, so it's important to note that [Mountain Organic Natural Icemelter™](#) has no deleterious effect on concrete.

So we have the option of using a product that is more effective than its predecessors, safe for the environment, and actually repairs the damage we've done in the past. What could be better?

Potassium: An Essential Plant Food Nutrient

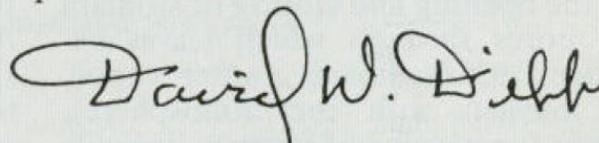
POTASSIUM (K) is basic to plant and animal life. It plays many roles in plant nutrition.

Plants readily absorb available soil K. Once inside the plant, K is mobile. It moves readily from older to younger tissue . . . and that is why deficiency symptoms of K usually appear on older leaves first.

Unlike nitrogen (N) , phosphorus (P) and most of the other essential nutrients, K does not become a part of the chemical structure of the plant. Rather, it remains unattached as it influences plant growth. A large part of plant K can be found in cell sap in soluble form.

Potassium encourages root growth, strengthens stalks, activates enzymes, controls plant turgidity, transports sugar and starch, helps in protein formation, controls diseases . . . and is involved in many other plant functions.

Scientists of the Potash & Phosphate Institute (PPI), who have summarized the material in this booklet, hope that it contributes to a better understanding of the importance of K in food and fiber production. ■



David W. Dibb, President

Environmentally-friendly Icemelter: - A Cost Benefit Analysis

From *Potassium for Agriculture* (1990), published by the Potash and Phosphate Institute (PPI), Atlanta GA

But making the environmentally-friendly choice can seem more expensive.

Unfortunately, customers often make the mistake of comparing an environmentally-friendly icemelt with the old stand-by, rock salt. Rock salt is cheaper, of course, at first and people are sidetracked by that. It has been [XYNYTH's](#) main focus to get people to open their minds to the idea that spending more at the check-out counter can, in this case, represent some major cost savings in the long run. And, as one distributor put it: "The health of environment is worth a few extra pennies too."

But it goes beyond that – our customers see evidence of the savings all year long, savings to both the environment and their pocket books. Says a long time XYNYTH Sales Rep: "You can't compare [Mountain](#) to salt, it's not comparing apples to apples. Salt may be cheaper at first, but by using it you're destroying the environment, your landscaping, your concrete and your flooring. You can't use it around kids and pets. [Mountain](#) not only provides peace of mind that you're using something safe, it's not [going to] damage the walkways and floors in a building. That means maintenance savings."

Paying more up front can mean paying less for the rest of the year...

It is difficult to determine the exact dollars and cents savings achieved by choosing [XYNYTH's potassium-based icemelers](#) over a non-environmentally friendly options as there are simply too many unknown parameters. But the savings could be substantial due to the following:

- **Be a steward for the environment to attract new customers:** Simply by demonstrating to the public that you consider environmental health an important issue, a company will attract positive press and new customers, so an important economical benefit is the improved PR enjoyed by using an environmentallyfriendly icemelter. As per Heather Kauffman-Peters in May 2007 *Hardware Retailing*: "Retailers unable to upgrade store systems or erect eco-friendly buildings can still have an environmental impact through the products they choose to stock on their shelves. A wider customer draw will inevitably result in increased sales."
- **Less product required:** Because XYNYTH's eco-friendly products like [Mountain Organic Natural Icemelter](#), [GroundWorks Natural Icemelter](#) or its new [Arctic ECO Green Icemelter](#) are so powerful and work effectively to low temperatures, less product per square foot per application is required, resulting in monetary savings. End-users are required to use less and store less product throughout the season. Exact savings, of course, depend on the precise temperature, the thickness and density of ice and the expanse of ground being treated.
- **Save on maintenance costs:** Because XYNYTH's eco-friendly products will not damage concrete or landscaping. Customers can use it around their buildings and entryways free from fear that it will have a deleterious effect on their building's façade. In fact, landscaping damaged in previous years by salt use will be rejuvenated by the use of like [Mountain Organic Natural Icemelter](#), or [GroundWorks Natural Icemelter](#). Other traditional icemelers, like rock salt and calcium chloride, cause damage outdoors, and also damage indoors as it's tracked into buildings. Rock saltleaves behind a white residue and calcium leaves behind an oily one. Both, when tracked in, damage flooring. Mountain and GroundWorks do not track indoors because they leaves behind no residue. As such, a number of school boards have spec'd Mountain / GroundWorks specifically. By using these products, they avoid the annual repairs to expensive gymnasium floors, entryways and carpeted classrooms.

Reduce insurance premiums: Traditional icemelting fails users in a variety of ways, a few of the most immediately concerning are the following: Salt and Calcium icemelt products leave behind dusty and oily residues respectively. When tracked in, they present slippery situations. Outdoors, other products don't work consistently or stay working long enough so that safe walkways and parking lots can't be guaranteed. XYNYTH customers enjoy a reduction in insurance premiums and fear fewer liability suits, because they choose a trustworthy, hardworking product (Mountain, GroundWorks or Arctic ECO Green) to ensure their customers (both walking and driving) are safe.

As you can see, *exact* savings are hard to quantify.

For example, it's hard to guess the following maintenance costs avoided as a result of (among other things): Outside temperature, Type of ground or flooring, Size of area being treated, Quality of flooring or landscaping.

What is clear, however, and easy to interpret is the increase in overall sales enjoyed by our distributors when they add [XYNYTH's eco-friendly products](#) to their lineup.

Increased sales aren't seen only on the environmentally-friendly product. By being a company that demonstrates an awareness of consumer expectations (that these days, a company will offer green alternatives), company PR is improved. Existing customers are gratified and new customers are attracted. And retailers know that getting a customer in the door is the hardest part: If possible, customers like to do all of their shopping in one place. Impress customers with your environmental stewardship and get them in the door by giving them reliable and affordable green options.

A distributor said this about adding XYNYTH's environmentally-friendly product to their lineup: "When we first added [Mountain](#), it did take some effort to switch our customers over. At first they only saw that it cost more [than rock salt]. But once they saw the benefits and tried it out, they switched. Now they won't buy anything else. [Not only that], they get other stuff from me because they prefer to get it in one place."

The buyer at a major retail chain said this: "You pretty much have to offer something green these days or else the customers won't think you're listening to them, they'll go elsewhere. By adding [GroundWorks](#) [XYNYTH's Retail Environmentally-friendly product] we not only told the customer we cared about the environment, but we got new customers in. Sales went up in general [as a result]."

So it is clear: there are some serious Benefits to adding an environmentally-friendly icemelter like one of [XYNYTH's eco-friendly products](#) to your line-up this year, and that these Benefits long out weight the costs. Tell the world that your company cares about two very important issues: Our Environment, and Customer Satisfaction. [XYNYTH's eco-friendly products](#) will satisfy on both those levels and more.