

# ROAD TO SAFETY

## Making Roads Safer

(NAPSA)—A new road maintenance technique offers increased safety for drivers and lower costs for road maintenance agencies.



**A recent study estimated anti-icing could save drivers \$229 to \$447 million per year in accident-related costs.**

The practice, known as anti-icing, involves applying a liquid chemical deicer to road surfaces shortly *before* a snowfall or storm. This prevents the snow and ice from bonding with the pavement, making it easier for plows to clear the road down to a bare surface.

Anti-icing can help prevent accidents by restoring road surface quality more quickly, so fewer drivers end up in the ditch or in fender benders.

It also reduces costs for highway agencies, as less rock salt and abrasives are needed. And because less plowing is needed, road crews and vehicles are on the road less so fuel and manpower costs are lower.

Liquid calcium chloride products, such as LIQUIDOW<sup>®</sup> ARMOR<sup>®</sup> deicer, provide excellent anti-icing performance because they can melt several times their weight in snow and ice. Corrosion-inhibited LIQUIDOW ARMOR also meets or beats the purity and corrosion standards established by the Pacific Northwest Snowfighters.

For more information, visit [www.liquidow.com](http://www.liquidow.com).