

**News Release...
Federal Trade Commission
Washington, D.C. 20580**

Federal Trade Commission Announces Enforcement Policy Regarding Deceptive Representations of Chemical Products used to Melt Snow and Ice.

(Excerpts from the release)

“The Federal Trade Commission has investigated reports of damage to concrete surfaces caused by chemical products marketed for use in melting snow and ice on sidewalks, driveways and other concrete surfaces. Such products contain and rely on calcium chloride, ammonium sulphate, nitrates, or chemicals for their effectiveness.”

“Although these products are often represented to be safe for use on concrete, it appears that their use may result in flaking and scaling of concrete surfaces to which they are applied...”

“Consumers should be alert to the possibility that use of chemical products to melt snow and ice may cause damage to their concrete surfaces, contrary to the representations made for such products...”

“The Commission believes that each manufacturer and distributor of these products should carefully review its advertising, catalogs, labels, and other media and determine whether it is complying with the guidelines set forth in this statement.”

For More Information Contact...



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**Missouri Concrete
Association**

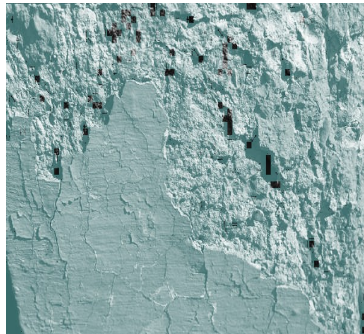
**Take Care
Of Your
Concrete
Surfaces**



**USE OF ~~DEICERS~~ ON
YOUR NEW DRIVE,
SIDEWALKS OR PATIO
COULD BE HARMFUL**

Take Care of Your Concrete Surfaces

USE OF DEICERS COULD CAUSE THIS



**Scaling
Concrete
Surface**

NOTE!

You wouldn't use a strong caustic soap to clean your wall-to-wall carpet! Nor would you use acid to clean your kitchen or bathroom fixtures! In fact, you're pretty careful about how you clean and take care of your home inside. But what about outside concrete walks, drives, patio, porch and steps? Give the exposed concrete around your house the same consideration as you would your pretty interior! It's quality concrete, but don't abuse it.

Avoid any deicing chemicals the first winter. The only safe material to use to make the concrete surface skid resistant is plain sand.

Under usual conditions, deicers which contain sodium chloride (common salt) or calcium chloride may be used after the first winter. Even so, caution is needed, and it is important that a surface sealer be applied after finishing. Check with your ready mix supplier or contractor for sealers. Sealers can be painted or sprayed on.

Never use deicers containing ammonium sulphate or ammonium nitrate. These chemicals are often packaged and sold as deicers, but they will rapidly disintegrate concrete.

Common garden fertilizers containing ammonium nitrate, ammonium sulphate or urea may cause concrete disintegration.

REMEMBER!

- 1. AVOID THE USE OF ANY DEICERS THE FIRST YEAR.**
 - 2. USE SAND (PLAIN) ANYTIME.**
 - 3. NEVER USE DEICERS CONTAINING AMMONIUM SULPHATE OR AMMONIUM NITRATE.**
 - 4. APPLY A CONCRETE SEALER AFTER FINISHING.**
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