

# ClearLane<sup>®</sup>

*enhanced deicer*



## ClearLane<sup>®</sup> Enhanced Deicer is Better for Roads and the Environment

There is no environmentally perfect deicer, according to Brian LaVoie, manager for the Department of Public Works in West Hartford, Connecticut. This is more than a gut opinion – LaVoie holds a degree in environmental sciences.

“It’s tough. From an environmental perspective, the safest thing to use is nothing. From a road safety aspect, that’s not feasible. That’s why I like ClearLane<sup>®</sup> enhanced deicer from Cargill Deicing Technology. It works without being dangerous to the surroundings,” LaVoie said.

“I could not or would not apply anything that is harmful to the soil or water. That’s why I chose the ClearLane<sup>®</sup> product. I’m convinced that applying the least amount of deicer possible is the best solution. With the ClearLane<sup>®</sup> product, I apply significantly less material compared to the amount of sand/salt mixtures I used in the past,” he added.

However, applying less material doesn’t equate to a lesser performance. Lavoie added, “the ClearLane<sup>®</sup> product works better than salt, better than anything I’ve come across. I tried sand and salt, and even experimented with calcium-chloride mixtures, but none of them work as well. The ClearLane<sup>®</sup> product allows me to use less product and get better results.”

LaVoie first started using the ClearLane<sup>®</sup> enhanced deicer about four years ago. “East Hartford, Connecticut, was already using it, then I came across it at a couple of shows and I was sold,” said LaVoie.

Like most roadway experts, LaVoie has his own preferred method for applying the ClearLane<sup>®</sup> product. “I always pre-treat before a snowstorm. In many cases, I don’t even need to come back and re-treat unless there was significant snow that required plowing. Even then, there seems to be a residual effect that helps. I find that the longer I can keep the ClearLane<sup>®</sup> product on the road before plowing, the more effective it is.”

On average, the city of West Hartford applies about 3,500 tons of the ClearLane<sup>®</sup> product to their 233 miles of roadway. This year, however, the city has used 6,000 tons, thanks to an increase in snow and ice storms. In future years, the city anticipates ordering between 4,000 and 5,000 tons to handle an average season.

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