

# WHY YOU NEED SALT SHIELD

## FACT

Over **two million tons** of road salt are used nationwide each winter and a typical Midwestern city uses **260 pounds of road salt per person** each winter.\*

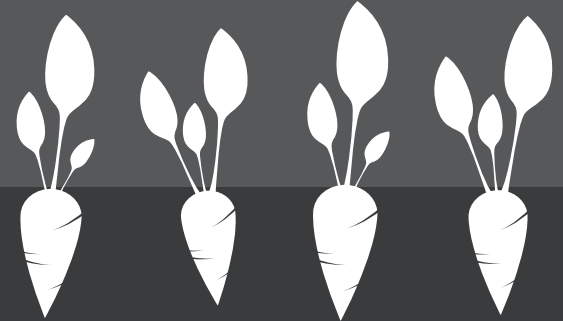
\*UNIVERSITY OF MINNESOTA WATER RESOURCES CENTER



## FACT

Winter road salts are often **mixed with sugar beet juice or vegetable oils** to bond better to the road surface.

Safer driving conditions but dirtier cars.



## FACT

Independent lab testing has proven that Salt Shield® **removes road salts more thoroughly** than typical detergents.



## FACT

Vehicles are **exposed to road salts all year.**

Winter maintenance practices use deicing salts (NaCl, CaCl<sub>2</sub>, MgCl<sub>2</sub>) late fall through early spring.

Magnesium Chloride (MgCl<sub>2</sub>) and Calcium Chloride (CaCl<sub>2</sub>) are highly cost-effective products for dust control on dirt roads, construction sites, in cities and along motorways.



## HOW DOES VEHICLE CORROSION OCCUR?

Vehicles driven on roads treated with deicers and dust suppressants, as well as coastal areas are all exposed to salts. These salts attract moisture from the air and are then dissolved. The dissolved salts increase water conductivity, making an electrolyte solution. Much in the same way an electrolyte in a battery facilitates the movement of electrons from one electrode to another, immersing any metal in an electrolyte solution speeds up the movement of electrons and the process of corrosion.

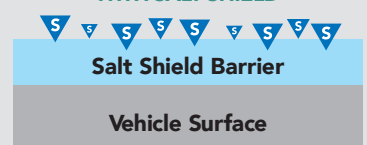
Humid conditions such as parking a car in a warm garage after driving through treated roads or natural climate conditions create optimal conditions for corrosion to occur. Repeated exposure to salt will accelerate corrosion on compromised vehicle surfaces (existing rust spots and imperfections in the clear coat).

Using Salt Shield® will ensure that salts are thoroughly washed off surfaces. Regular use of Salt Shield creates a sacrificial barrier on the vehicle surface that mitigates the corrosive effect of salts.

### WITHOUT SALT SHIELD



### WITH SALT SHIELD



Salt Crystal Break in surface, but not rusty Rust

**SALT + MOISTURE ON THE VEHICLE'S SURFACE = CORROSION**