

## The Need

When winter snow and ice arrive, ice melters are needed to provide protection against slips and falls. But did you know that most ice melters contain salts that can harm animals (horses, dogs, and cats), children, and the environment? Unfortunately doctors and veterinarians routinely treat cases of poisoning, skin inflammation, and painful paw lesions that are caused by these salt-based ice melters.

## The Solution

Safe Paw® Ice Melter, manufactured by Gaia Enterprises, is 100% salt-free and guaranteed animal and child safe! Unlike other ice melters, Safe Paw ingredients are safe for animals (horses, dogs, and cats), children, your property, and the environment. Safe Paw has been used and recommended with confidence for years by veterinarians, animal hospitals, groomers, boarding kennels, shelters, and humane societies. Safe Paw is the #1 selling brand!

## The Product for Your Market

Features	Benefits
Concentrated Formula	Works better/faster while using less than any other ice melter.
Animal and Child Safe	Pet owners trust Safe Paw to keep their pets and children safe (58% of all households own a pet and 46% have a child).
Display/Package Graphics	Eye-catching packaging that pet owners remember and ask for by name.
Advertising/Merchandising Programs	Build brand identity, increase exposures, and generate more sales.
23 yrs as leading brand	Consumers ask for Safe Paw by name.
Strategic Stocking	Fast order turnaround. Great wintertime profit center.
Long Shelf Life	Assures long-term, maximum effectiveness from season to season.

## Specifications

	8 lb Jug	Jug Display	35 lb Pail
Case Pack	6	Each	Each
Pack Per Pallet	18 cases 756 cases/truck	72 jugs 65 displays/truck	60
Pallet Wt. (Cube)	1151 lb (45.6) 22 pallets/truck	660 lb (20.68) 65 displays/truck	2300 lb (58.3) 17 pallets/truck
Cube	1.68	20.68	1.23
Pallet Pattern	3 x 6	N/A	5 x 12
UPC Code	95625-41818 (Unit) 95625-51818 (Case)	95625-81818	95625-41035

Distributor/Representative:

## How Safe Paw® Works

No other ice and snow melter works like Safe Paw. It is totally unique. Safe Paw is a patented dual-effect compound formulated using a modified crystalline amide core infused with special glycol admixture and traction agents. This composition gives Safe Paw a two-way timed released action. The liquid component starts melting ice instantly while breaking its surface tension. This allows the crystal-core to quickly penetrate and destabilize the ice and speed up the melting process. All this while Safe Paw proprietary traction agent provides slip protection.

Safe Paw gives you another advantage. Unlike other products, Safe Paw actually attracts heat to make it even more effective. This "endothermic" reaction takes advantage of a solar effect to harness the sun's energy and provide extra melting-power during daylight hours. And once Safe Paw has melted away the ice and snow, it leaves an invisible protective "shield" that prevents ice from sticking to the surface for up to three days. This "Teflon effect" makes shoveling easier and saves you work.

The beauty of Safe Paw is that it works harder, so you work less.



# Safe Paw®

## Ice Melter

Customer Service:

Gaia Enterprises, Inc.  
P.O. Box 220, Southampton, PA 18966  
(800) 783-7841 Fax: (215) 355-0771  
www.safepaw.com

\* Concrete properly formulated, well air entrained, and installed (per procedure Portland Cement Assoc.). Properly maintained concrete. Never on concrete less than 12 months old or precast concrete. Liability limited to product refund.

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