



Taryn Tuss
202-872-4182
ttuss@greenseal.org

FOR IMMEDIATE RELEASE

Branch Creek's Entry® Liquid Ice Melt Wins Green Seal® Certification for Innovation

Rock-salt alternative spares homes, pets, indoor and outdoor environments from hazardous and corrosive effects of chloride salts

Entry® used by NFL's Denver Broncos to protect athletes, fans

Entry® liquid ice melt from Branch Creek is the first product to win Green Seal's coveted Certification of Environmental Innovation under the latest version of requirements, meeting a rigorous standard for transformative product innovation with a de-icer that is safer for people and the planet while performing more effectively than market competitors.

Entry® uses a potassium formate blend that spares homes, residential yards, campuses and corporate parks from the hazardous and corrosive effects of rock salt and other chloride-based deicing products. By breaking down the hydrogen bonds that form when water freezes, Entry® removes thin layers of ice and snow and prevents new ones from accumulating up to a freezing point of minus 30 degrees Fahrenheit, colder than any other product on the market.

"Modern environmental challenges demand modern solutions to accelerate the transition to a circular economy – that's why Green Seal's Environmental Innovation Standard measures improved health and environmental outcomes, not just ingredient inputs," said Doug Gatlin, CEO of Green Seal. "Branch Creek has raised the bar for what consumers should expect about the health, safety and effectiveness of de-icers in the marketplace. Entry® is a top-performing product that is significantly safer for families, pets, plants and aquatic life. We're proud to put a Green Seal on Entry®."

In a marketplace crowded with meaningless and misleading marketing claims about the health and safety of products, Green Seal takes the guesswork out of identifying proven-safer, proven-greener options with guaranteed performance. Green Seal standards prohibit volatile organic compounds (VOCs), carcinogens, reproductive toxins, phthalates and other harmful ingredients that have no place in our homes, workplaces or environment. Green Seal evaluates the health and environmental impacts of a product in all stages of its life cycle, from raw material extraction, to manufacturing, to packaging, to how the product is used and disposed.

"Entry® was designed from the molecular level to the final product packaging to reduce adverse environmental impacts, making it safer for families, pets, waterways, and floors" explained Nate Clemmer, founder of Branch Creek. "We are incredibly proud that Green Seal and customers like the Denver Broncos recognize our achievement."

When rock salt and other calcium, sodium and magnesium granular chloride products seep into groundwater supplies or wash into lakes or streams, they reduce the available oxygen levels and

threaten aquatic wildlife. Salt-based ice melters also can erode soil, kill plants, burn grasses, and burn the skin and eyes of people and pets.

Entry® uses a potassium formate blend that is chloride-free and safer for people, pets, water, plants, concrete, asphalt, stone and metals than chloride-based products, when used as directed.

In addition to health and environmental benefits, Entry provides financial benefits by preventing damage to floors and carpets from tracking chloride-based products indoors. Entry's neutral pH formulations and clear-as-water application eliminate tracking, reducing the costs associated with manual cleaning in commercial buildings. In the long-term, this reduces the need to fully strip and re-coat floors, which represents a significant financial investment.

Entry® is popular among professional organizations like the NFL's Denver Broncos, whose Mile High Stadium and UCHHealth Training Center both rely on Entry® to keep high-traffic, high-stakes areas clear of snow, ice, and corrosive residue. Click [here](#) to watch Denver Broncos staff explain why they chose Entry to protect Broncos athletes and fans from slip-and-fall incidents.

Entry® is available for homeowners at select Ace Hardware stores nationwide and online at Amazon.com. Wholesale customers can acquire Entry® through Secure Winter Products.

About Green Seal's Innovation Beta Advisory Program

Green Seal's Environmental Innovation Beta Advisory Program is designed for manufacturers striving to advance product innovation for environmental good. The pilot program allows manufacturers pioneering the integration of leading-edge design and performance aspects into their products to field-test the new Innovation program while working closely with Green Seal, before the program is launched more widely in the market later this year.

Entry Deicer for Walkways and Entryways by Branch Creek is the first product to earn certification under the new pilot program. Three companies have certified their products under a previous version of the program – Floor Pads by Americo, Solvent Cement by Weld-On, and Floor Pads by 3M.

ABOUT GREEN SEAL, INC.

Green Seal® is a global nonprofit organization with a mission to transform the economy for a healthier, greener world. Since 1989, Green Seal has applied rigorous standards for health, environmental sustainability and product performance to its certification programs to empower better purchasing decisions. Green Seal has certified thousands of products and services in over 450 categories, and is specified by countless schools, government agencies, businesses and institutions. Today, the Green Seal certification mark is a universal symbol that a product or service meets the highest benchmark of health and environmental leadership. Visit GreenSeal.org or connect with Green Seal on Facebook, Twitter, and LinkedIn.

ABOUT BRANCH CREEK

Branch Creek solutions prioritize human health and the planet *without added work or sky-high spending*. You catch a break, and Mother Nature does, too! If you spot the Branch Creek logo on a product, you know it's been carefully developed to benefit water, soil, and living things, all while making every day better. Branch Creek is a subsidiary of SynaTek Solutions. Learn more at TrulyAboutTomorrow.com.

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