



# Resource Guide

*Improve Your Track Record*



\*This product is certified by Green Seal® for Environmental Innovation for reduced harm to aquatic life, soil, and plants; and effective performance. GreenSeal.org



# Branch Creek | Our Story

The Clemmer family has been in the fertilizer business since 1869. Still, when Nate Clemmer and his family moved into their home on Pennsylvania's Branch Creek in 2010, he struggled to find healthy, effective, and affordable products that could be used safely around his children, dog, and water sources. He created Branch Creek to help bridge the gap that exists between the demand for organic and our ability to supply it.

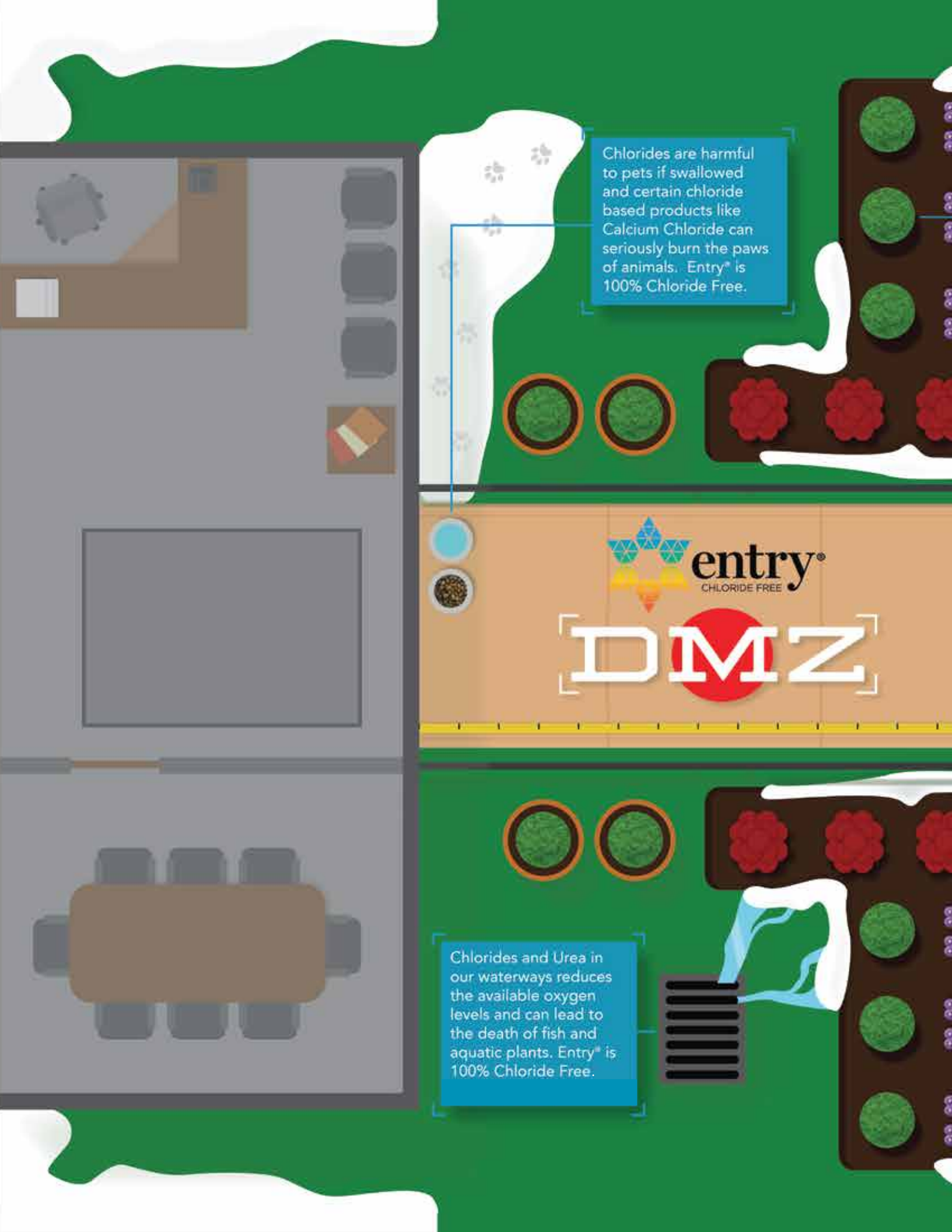
**Branch Creek solutions prioritize our health and planet without added work or sky-high spending.** We produce products that are better for the environment, and also higher performing and lower in cost than traditional products. You catch a break, and Mother Nature does, too! Branch Creek products have been carefully developed to benefit water, soil, and living things — all while making every day better.

**Our brand hopes to inspire others to innovate** in the grounds maintenance industry, filling the supply chain with better, bolder, and more environmentally-friendly products. Stricter building certifications, such as those adopted by Green Seal and EPA Safer Choice, are becoming commonplace. Our products strive to support these standards today and in the future.

For more information visit [branchcreek.earth](https://branchcreek.earth)







Chlorides are harmful to pets if swallowed and certain chloride based products like Calcium Chloride can seriously burn the paws of animals. Entry® is 100% Chloride Free.



entry®  
CHLORIDE FREE

[DMZ]

Chlorides and Urea in our waterways reduces the available oxygen levels and can lead to the death of fish and aquatic plants. Entry® is 100% Chloride Free.





Chlorides will dehydrate turf and ornamentals and cause desiccation. Entry® is 100% Chloride Free.

Chlorides are corrosive to metals and will reduce the functional life of structures such as railings and doors. Entry® is 100% Chloride Free.

90% of granular ice melt tracking occurs within the first 15 feet of the building entrance. Entry's proprietary neutral pH formulation is designed to eliminate tracking.

15'





# STOP THE SALT. Your Floors Will Thank You.

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Chloride-based ice melts work well on snow farther from buildings – but the closer they get to entranceways, the more likely their residue will be tracked inside.

When it comes to winter deicing, many facility managers assume that cleaning up the mess left by chloride-based ice melts on floors inside of buildings is as inevitable as death and taxes. What often is not considered is how time consuming and expensive it is to clean up that white, chalky residue.



When chloride ice-melt solutions make contact with carpet cleaners, they create white crystalline residue on carpets, floors, and matting.

When you consider labor, equipment, and supplies, the cost of this special cleaning is a whopping \$50-\$60 per entranceway per storm event, according to Mark Warner, Cleaning Management Institute Education Manager for the International Sanitary Supply Association (ISSA). “With two to three entranceways and two to three cleanings per day during a storm, the added cost of cold

weather-driven cleaning often exceeds \$400 to \$500 per day, per building,” Warner says.

As much as aesthetics, this cleaning is done to keep people safe from slip and fall accidents. And while we are solving this problem - at a significant cost - we are ignoring a host of new ones. Chloride-based ice melts:

- Damage concrete, metal, shoes, and wheelchairs;
- Harm plants, soil and pets; and
- Are increasingly becoming an environmental hazard due to overuse.



Residue that's tracked indoors creates unsightly messes and slip-and- fall risks.





"In many situations, the same person applying ice melt outside of the building will come inside, and spend hours cleaning it up," said Nate Clemmer, CEO of Secure Winter Products® and Branch Creek®. "The more we looked at how winter sidewalk maintenance was done, the more we realized that things needed to change, which is why we created Entry®."

Entry® is a chloride and residue-free liquid ice melt that is designed to eliminate the need to clean up after a treatment. When Entry® tracks into buildings, it tracks like water, has a near neutral pH like water, and will dry like water.

Entry's unique mode of action breaks apart the molecular structure of the ice lattice, melting snow and ice very quickly and, when used as directed, prevents refreeze to temperatures significantly lower than any chloride-based ice melt on the market. "It is the combination of speed of melt, as well as prevention of refreeze, that makes Entry® so effective and helpful in preventing accidents," added Clemmer.



Entry® is the winner of the prestigious ISSA Innovation of the Year Award.

Recognized for all of these innovations, Entry® recently became the first ice melt to earn Green Seal® Certification. "Entry has raised the bar for what consumers should expect about the health, safety and effectiveness of deicers 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," said Doug Gatlin, CEO of Green Seal®.

"Entry is able to accomplish all of these things at a cost that is comparable to traditional granular chloride salts," concluded Clemmer. "Finally a win for safety, your wallet and our planet."



Entry® tracks into buildings like water. It dries like water, is no more or less slippery than water and has a near neutral pH like water.

# For Best Results:

1. Clear as much ice and snow as possible before applying Entry®.
2. Wait for freezing temperatures (32° F/0° C) before applying Entry®. Entry® (and all ice melts, for that matter) has minimal impact on heavy, slushy snow characterized by just-above-freezing temperatures. When this type of snow falls, shovel it away and hold off on spraying Entry® until temperatures dip below freezing.
3. Use Entry® to melt thinner layers of ice and snow. Once ice cover reaches the thickness of a piece of cardboard (about 1/8 inch or .31 cm), Entry® loses effectiveness. If ice and/or snow exceed this thickness, we recommend a granular product.
4. Apply Entry® using an Entry® sprayer or the sprayer and vertical fan tip nozzle of your choice.

- ⊗ Do not attempt to “pressure wash” ice or snow using added pressure or excess product. It won’t impact results and only wastes product!
- ⊗ Do not dilute Entry® with water.

When used as directed, one gallon of Entry® is the equivalent of 100 pounds of traditional ice melt product, covering 1,500-square feet of surface area.

Entry® is designed for the places where you walk the most. For maximum results and product value, use Entry® on entranceways and sidewalks, where there’s the most foot traffic and pet activity. Have questions?



**Learn more at [chloridefree.com/help](https://chloridefree.com/help)**



**Give us a call at (888) 408-5433**





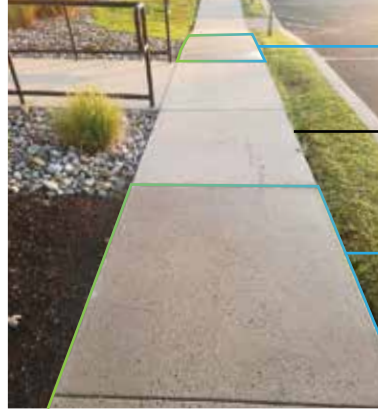


# Pre-Storm Application

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(Sidewalk Before Pre-Treatment)

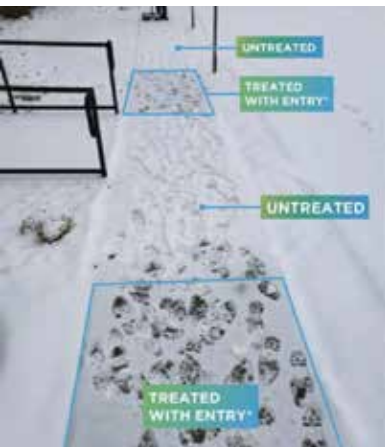


(Sidewalk After Pre-Treatment)

Apply as close to the start of frozen precipitation as possible and ideally no sooner than 24 hours before frozen precipitation begins. Apply Entry® using a fan spray nozzle with large droplets at a rate of  $\frac{3}{4}$  gallon per thousand square feet. Apply in areas where snow compaction caused by tire or foot traffic is expected to be the highest.

## Not recommended for the following conditions:

- Wet snow (slush)
- Blowing snow/blizzard conditions
- When wind chill or surface temperatures are below 0 °F (-17.8 °C)



(Sidewalk After Snowfall)



(Sidewalk After Shoveling)

In the areas that were pre-treated you can see the footprints looking, “Slushy” as a result of the pre-treatment melting the snow. After shoveling, the areas that were pre-treated resulted in a clean surface whereas the untreated areas are heavily snow covered which would require additional deicing applications.

## Benefits of Entry® as a Pre-Treatment

- Creates a Teflon like barrier that does not allow snow or ice to adhere to the surface.
- Makes ice and snow removal cleaner because of the, “Teflon” effect.
- Melts the first  $\frac{1}{4}$  to  $\frac{1}{2}$  inch of falling snow.



# Post-Storm Application

## Application Recommendations

### Prior to Application



Mechanically remove any accumulated snow or ice.

Not Recommended for the following conditions:

- Wet snow (slush)
- To melt through heavily compacted snow or ice
- Blowing snow/blizzard conditions

### Following Application



Apply Entry® using a fan spray with large droplets at a rate of 3/4 gallon per thousand.

Increase rate to 1.5 Gallon per thousand if wind chill temperatures are below 0°F (-17.8°C)

Allow 1 to 2 minutes for Entry to work. An additional application may be necessary depending on the amount of residual snow or ice needing to be melted.





# What to Expect

## Prior to Application



Mechanically remove any accumulated snow or ice.

Please note increased snow accumulation in highlighted areas.

## Following Application



Allow 1 to 2 minutes for entry to work.

When applying avoid trying to "Pressure Wash" the snow. Apply at recommended rate to avoid unnecessary application costs.

SpotTreat any areas that were not melted or mechanically remove.

## Benefits of Entry® as a Post-Treatment

Immediate melting.

Elimination of granular tracking.

Elimination of chloride residue tracking.

Non-chloride formulation is safer for environment, pets, metals and plants.

Advanced protection against refreeze and black ice.





# Designed for the Environment




## The Safest Choice

Entry® is chloride-free, melting snow and ice without harming the environment. No contaminated drinking water. No toxic runoff. No oxygen cutoff for fish and aquatic plants. Entry® is safer for you and the planet.

## Oxygen Demand Ratio

Oxygen demand represents the amount of oxygen needed to bio-degrade various types of non-chloride based ice melt products.

Deicing Agents	Oxygen Demand
 entry® CHLORIDE FREE	●●
Potassium Acetate	●● ●● ●● ●●
Calcium Magnesium Acetate (CMA)	●● ●● ●● ●● ●●
Glycerol	●● ●● ●● ●● ●● ●● ●●
Propylene Glycol	●● ●● ●● ●● ●● ●● ●● ●●
Urea	●● ●● ●● ●● ●● ●● ●● ●●

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# Chloride Free

## Safest for Plants, Concrete, and Metals



### ► Safest for Plants

When ice and snow melt, they leave dead plants and grass in their wake. The vegetation isn't killed by ice and snow itself, but rather by the products used to melt it.

Because commonly used de-icers are chloride salt-based, they dehydrate plants – not only by direct contact, but by drying out the soil beneath them. Once soil is dehydrated, it needs to be amended or replaced in full to support new growth.

Since ice melt is often used near vegetation, this creates pervasive, pricey problems. Runoff from ice melt makes its way onto lawns and gardens, creating headaches for homeowners and groundskeepers with an eye on making outdoor spaces presentable in time for spring.

With Entry®, concerns about natural growth disappear. Because it's chloride-free, Entry® ice melt does not dry out soil, and therefore does not damage or kill plants, grass, trees, or shrubbery.



### ► Safest for Metals

It's no secret that salt corrodes metal. One look at any oceanfront pier, home, or store, and we're reminded that chloride salts increase oxidation, causing visible damage to otherwise strong metal surfaces in relatively short spans of time.

Still, we often underestimate the toll that chloride salt-based ice melts inflict on metal, in large part because ice melt is perceived as temporary - something that's swept up or washed away before it can cause harm, and only present in the winter. In reality, that perception is far from the truth.

The cost of replacing metal is steep. This reality points to the need for a safer ice melt that can spend months in contact with metal without undoing its integrity or appearance. That safer ice melt is chloride-free, Green Seal certified Entry®. Entry's potassium formate technology is significantly less corrosive than chloride-based de-icers.

Protect the integrity of metal doors, railings, and more with chloride-free Entry® – safer for metal as well as pets, people, and the planet.



### ► Safest for Concrete

Traditional ice melts do a number on concrete. Their key ingredient - chloride - loses potency as temperatures plummet, creating a thaw/refreeze cycle that traps water in concrete's pores, ultimately cracking and altering its surface.

This dilemma – How do I melt ice and snow without damaging outdoor surfaces? – was a driving force behind the creation of Entry®.

Entry's lack of chloride is one reason it's safer for concrete. Its neutral pH is another. Both make Entry® gentler on surfaces, but even more, contribute to Entry's low refreeze point. When used as directed, a single application of Entry® prevents refreeze to temperatures as low as -15 degrees Fahrenheit. No more constant thawing and refreezing means less stress and damage on concrete sidewalks, surfaces, patios, and entranceways.

Entry's potassium formate technology keeps you from choosing between human safety and the integrity and endurance of concrete. Keep concrete intact and in great shape all year long with chloride-free Entry®.



# Chloride Free = Safest For Pets

Entry® is the first ice melt to complete a toxicological risk assessment by an EPA-approved lab confirming that when used as directed, Entry® presents no known risk for pets.

This is critical because, while many ice melts claim to be pet-friendly, that's not always entirely true.

High performance ice melts work by generating heat. Add calcium chloride to lukewarm water, and watch the water temperature rise to 140 degrees Fahrenheit.

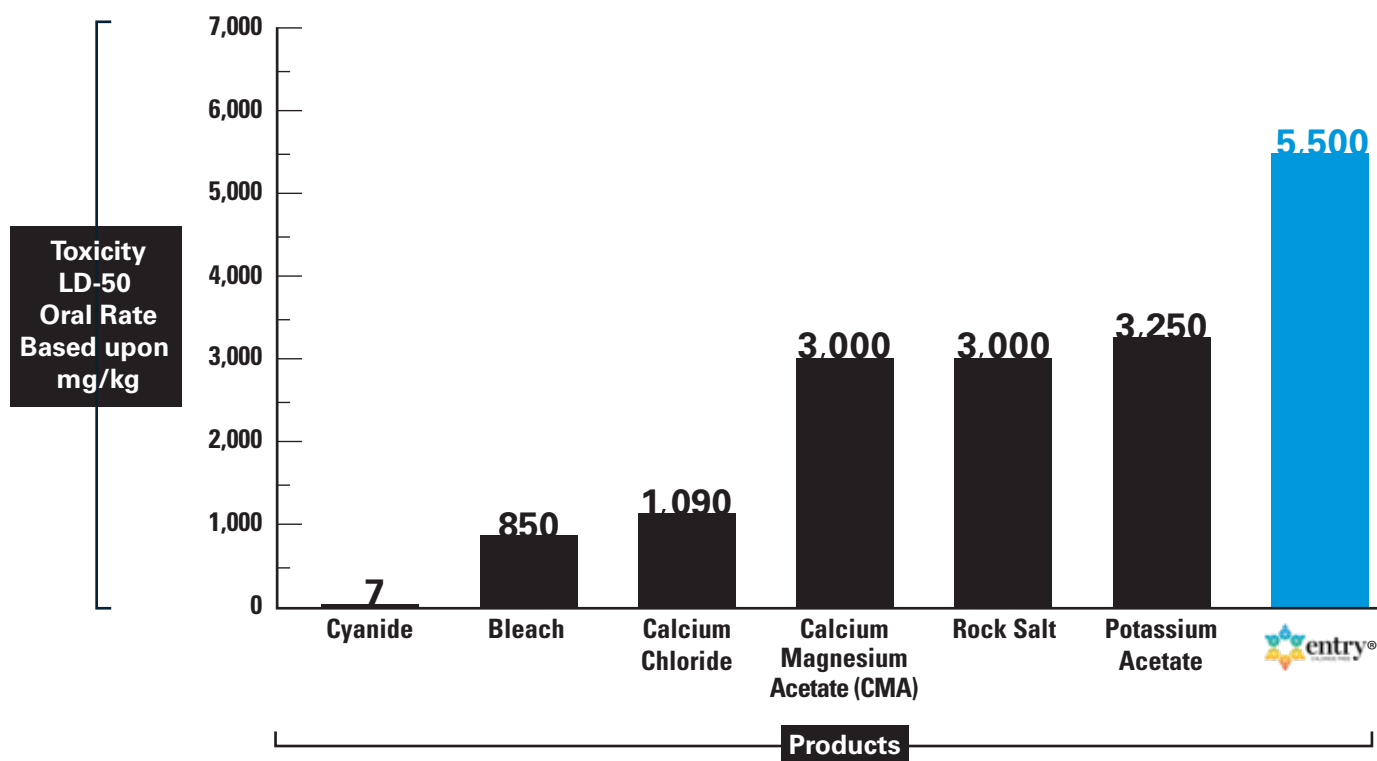
Now imagine the same effect on your pets' paw pads. This is the burn risk that calcium chloride poses to cats and dogs (not to mention other animals that might find themselves on treated surfaces).

Knowing this, many pet owners gravitate toward "pet safe" products. However, most are granular and can get lodged between paw pads, causing discomfort and the risk of infection.

All of these risks and drawbacks disappear with Entry®. Certified safe for pets by third-party toxicology and hazard assessment agency ToxServices, Entry® chloride-free liquid ice melt is based on potassium formate technology that won't burn paws or hurt animals when used as directed.

Tough on ice and snow, safe for Fluffy and Fido. That's Entry®.

## ► Toxicity Comparison Chart







# Toxicological Risk Assessment

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On November 6th, 2018, ToxServices LLC released its comprehensive and conclusive study titled **Toxicological Risk Assessment and United States Regulatory Compliance Evaluation of Entry Ice Melt Product**. Its findings reveal that Entry® chloride-free ice melt poses **no health risk to pets or humans when used as directed**.

ToxServices is a third-party consulting firm providing risk assessments for entities including the United States Environmental Protection Agency. Given the ubiquity of inflated claims in the de-icing industry, Synatek felt a particular urgency and responsibility to enlist the esteemed third-party agency and disclose its conclusions. To Synatek's knowledge, this is the first complete toxicological profile performed on a consumer de-icing product in the United States.

ToxServices' ingredient and formulation-specific testing presumed exposure occurring by dermal contact for both domestic pets and humans, and, for pets, through oral ingestion.

Assuming the maximum recommended application of Entry® on a 20-foot x 24-foot (6 m x 7.2 m) surface area by an average-sized adult with exposed hands (no gloves), dermal exposure in humans took place over the course of 65.9 days within one calendar year – the average number of days snow falls annually in America's snowiest city: Rochester, New York.

Dermal studies for pets assumed contact with Entry® by all four paws on dogs weighing 75 pounds (34 kg), and with an average paw length of 2.56 inches, or 6.5 cm (dogs are considered conservative representatives of household pets for the purposes of risk assessment). ToxServices' testing assumed that a dog walks two hours a day on paved or concrete surfaces treated with Entry® for the same number of days as in human dermal testing - 65.9 annually. Testing also assumed that 50% of the material tracked by paws remained on the paws after contact.

For both humans and animals, results indicated minimal dermal absorption and overall low health risks from dermal exposure.

To test oral ingestion in pets, the study enacted the same assumptions related to product volume, pet size, and degree and duration of exposure. ToxServices assessed acute oral health risks arising from incidental oral exposure among pets that ingest Entry® by licking paws and/or fur following the degree of contact outlined above. Results proved similarly benign.

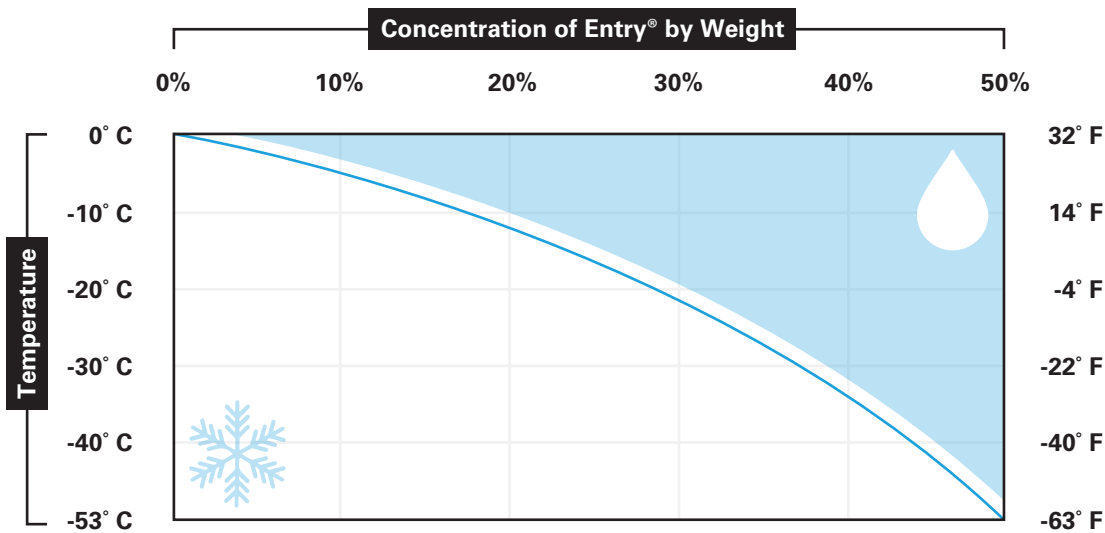




# Product Attributes

## The Stats

### Freeze Curve



### Product Attributes

Product Attributes	Entry®
Percentage Chlorides	0%
Percentage Urea	0%
pH	7.3 - 7.8
Freezing Point	-63°F/-53°C
Effective Temperature	-30° F/-34° C
Appearance	Clear
Specific Gravity at 68° F (20° C)	1.34
Density (Pounds/Gallon) at 68° F (20° C)	11.2
Recommended Standard Application Rate (per 1,000 sq. ft.)	3/4 Gallon

\*A number of conditions can affect product performance including surface area, surface temperature, surface grade, air temperature, application timing and rate.



# Do the Math

## Approximate Cost & Coverage Comparison



### ▶ Case (2 x 2.5 Gallons)

Approximate Cost per 1,000 sq.ft.	<b>\$21.33-\$24.00</b>
Equivalent 50 lb Bag Coverage	<b>10</b>
Approximate Cost per Equivalent 50 lb Bag Coverage	<b>\$16.60-\$19.00</b>
Coverage	<b>7,500 sq.ft.</b>



### ▶ Drum (55 Gallons)

Approximate Cost per 1,000 sq.ft.	<b>\$16.67-\$18.00</b>
Equivalent 50 lb Bag Coverage	<b>110</b>
Approximate Cost per Equivalent 50 lb Bag Coverage	<b>\$12.50-\$14.38</b>
Coverage	<b>82,500 sq.ft.</b>



### ▶ Tote (250 Gallons)

Approximate Cost per 1,000 sq.ft.	<b>\$12.00-\$16.00</b>
Equivalent 50 lb Bag Coverage	<b>500</b>
Approximate Cost per Equivalent 50 lb Bag Coverage	<b>\$9.00-\$12.60</b>
Coverage	<b>375,000 sq.ft.</b>





## Branch Creek® Pump Free

**Product Code:** *PUMPFREE*

**PRODUCT DETAILS:** The Branch Creek® Pump Free eliminates the need to pump a hand sprayer resulting in a faster and more effective liquid application. Pump Free replaces the manual pump head on the Entry® manual pump sprayer. The Branch Creek® Pump Free will provide 1 to 2 hours of battery life.

## Entry® Commercial Pump Sprayer

**Product Code (1 Gallon):** *COMMSPRAY1*

**Product Code (2 Gallon):** *ENTRYPROSPR*

**Product Code (3 Gallon):** *MANUAL3GAL*

**PRODUCT DETAILS:** Nozzle calibrated for Entry® application at recommended rate.





(Rechargeable Battery)



(Spray Wand)



(Vented Cap)

## Branch Creek® Walk Behind Sprayer

**Product Code: BCWALKSPRAY**

**PRODUCT DETAILS:** The Branch Creek Walk Behind Sprayer features a 12 Gallon tank, a removable battery, 1-2 hours of battery life, spray wand. (minimal assembly required)

**Rechargeable Lithium-Ion Battery** provides 24v of power and between 1 to 2 hours of useful life.

**The Spray Wand** is easily removed and replaced to spot treat hard to reach smaller areas such as tops of curb and stairs.

**The Vented Cap** is easily accessible and the extra-wide opening makes filling the sprayer quick and easy.



## Additional Lithium Battery

**Product Code: LITHBATTERYWB**

**PRODUCT DETAILS:**

- Includes battery and charger
- 24 Volt
- Provides 1 to 2 hours of useful life



## Nozzle Adapter

*Product Code: ENTRYNOZZLE*

Designed to be used with any Pro-Style sprayer to apply Entry® at recommended rate.



## Branch Creek® Shoulder Strap

*Product Code: BCPADSHDLERSTAP*

- Padded shoulder strap
- Compatible with Eco-Pack Sprayer
- Compatible with Pump Free Sprayer



## Entry® Sign

*Product Code: ENTRYLAWNSI*



## Entry® A-Frame Sign

*Product Code (18" x 24"): AFRAME*





## Tote Quick Tatch

*Product Code: 7TOTEQUICKTATCH*

**PRODUCT DETAILS:**

- Attaches to any Entry® 250 gallon tote
- Gravity Feed 12 gallons per minute
- 10 feet of hose
- Shutoff Valve



## Branch Creek® E-Z Drum Pump

*\*Product sold for use with 55 Gallon Drum*

*Product Code: ENTRYDRUPUMP*

**PRODUCT DETAILS:**

- Compatible with Entry®
- Pumps on the down and up motion
- Transfers 3.5 gallons per minute



## Secure® Walk Behind Spreader

*Product Code: 7SWPCOMMSPDR*

**PRODUCT DETAILS:**

- 80 Pound Capacity
- Front & Side Deflectors
- Calibration for Ally™ G and Secure® 94



# Frequently Asked Questions

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## **Do I need to mix Entry® with water?**

No, Entry® is in a ready to use formulation. For best results no further dilution is recommended.

## **Can I use Entry® to melt through layers of snow or ice?**

Entry® is designed to melt thin layers of ice and snow. Once ground cover reaches the thickness of a piece of cardboard (about 1/8 inch or .31 cm), Entry® loses effectiveness. If ice and/or snow exceed this thickness, we recommend a granular product such as Ally™ G.

## **How is Entry® made?**

Entry® is a blend of Potassium Formate and a proprietary adjuvant formulation designed to optimize every spray droplet into a shape that is capable of breaking through the ice lattice. Additionally Entry's® proprietary formulation is designed to reduce corrosion, tracking and balance pH.

## **Can I use Entry® as Pre-Treat?**

Entry® can be used as a Pre-Treat, but since Entry® was designed to break through the ice lattice its performance as a Pre-treatment will compare with other alternatives. If temperatures were expected to be below 15° F (-9°C) Entry® would provide superior performance. Regardless of performance comparisons, when used as a Pre-Treat Entry® will not track into buildings or cause the harm to property, pets and the planet that chloride salts do.

## **Will Entry track into my building?**

Entry® will track similarly to how a rain covered surface would track into a building. Entry® is formulated a pH of 7.3 to 7.8 so any tracking that enters the building is at a neutral pH to avoid any issues associated with floor damage caused by high pH chemistries.

## **Is Entry® safe on decorative stone?**

Entry® does not contain any chloride salts and is blended to a near neutral pH. This makes Entry® a softer chemistry than other commonly used deicers. Since every stone surface is unique you should consult with your installation contractor regarding Entry's® safety around your specific stone.

## **Can I receive LEED points for Site Management under Version 4?**

Entry® was designed with LEED version 4 in mind and does not contain any Calcium or Sodium Chloride.

## **Is Entry® safe to use in around structural metals?**

The primary issues with de-icing products being used around structural metals is the corrosivity of chlorides on metals. Entry® is a 100% non-chloride product. You should consult with your structural engineer to confirm that Entry® will be safe for the specific metals associated with a particular parking structure.

## **Can I over apply Entry®?**

You cannot over apply Entry®, but the most common mistake when using Entry® is to apply more product than needed to provide a safe surface. Many users try to, "Pressure Wash" residual snow or ice as opposed to applying the recommended rate and allowing Entry® to do the work. The end result will generate a safe surface, but will be more expensive than necessary.

## **If I increase my application rate will it increase the amount of frozen precipitation that is able to be melted?**

Yes, the higher the concentration of Entry® on the sidewalk surface compared to the amount of moisture will improve the amount of frozen precipitation capable of being melted and the temperature it is capable of melting at.

## **Can I use Entry® as a post-treat to help prevent against black ice?**

Yes, Entry® as a post-treatment will be more effective than chloride based products. Entry's® refreeze point prior to being diluted by any residual frozen precipitation is -63 Degrees Fahrenheit (-53° C).

## **Is Entry® safe on new concrete?**

We do not recommend using Entry® on new concrete unless it is approved by your concrete contractor as an approved de-icing product that will not void your warranty.

## **Is Entry® safe on existing concrete?**

Entry® is a non-chloride liquid that is blended to a neutral pH and as a result is considered functionally safe on concrete that is at least 18 months old if the concrete is properly air-entrained provided the recommended application rates of Entry® are followed. The majority of concrete damage is caused by the utilization of deicing products that are not effective to lower temperatures. The result is an increase in the number of freeze and thaw cycles. As a result of Entry's® low freezing temperature the quantity of freeze and thaw cycles can be significantly reduced.

## **Is Entry® safer on plants and turf?**

Entry® is safer on turf and plants if used based upon the recommended rates.

## **Is Entry® safer for pets?**

Entry® is the first ice melt to complete a toxicological profile on a de-icing product in the United States. The findings reveal that when used as directed Entry® poses no known health risks to pets. To review the complete report visit [chloridefree.com/help/#tox](http://chloridefree.com/help/#tox).



# Entry® Label

## Application Guidelines (Post-Treat/De-Ice)

Mechanically remove as much accumulated snow and ice as possible.

Apply Entry® at a minimum rate of  $\frac{3}{4}$  gallon (2.84 Liters) per 1,000 square feet (92.9 square meters).

Increase minimum application rate of Entry® to 1.5 gallons (5.68 Liters) per 1,000 square feet (92.9 square meters) if wind chill temperatures are below or expected to be below 0 degrees Fahrenheit (-17.78 C).

Do not try to melt the snow or ice with Entry®. Apply evenly and then allow 1 to 2 minutes for Entry® to perform. If necessary spot treat any areas where there is any residual accumulation.

Entry® is not recommended to melt wet snow (slush) or to melt through ice or compacted snow.

## Application Guidelines (Pre-Treat/Anti-Ice)

Entry® is primarily recommended for use as a post-treat. In the event Entry® is used as a pre-treat the following application guidelines should be followed.

Do not use if sleet, freezing rain or ice is in the forecast.

Entry® may be applied up to six hours before frozen precipitation begins falling.

Treat the surface area completely to assist in preventing the adhesion and accumulation of snow and ice.

Apply at a minimum rate of  $\frac{3}{4}$  gallon (2.84 Liters) per 1,000 square feet (92.9 square meters).

Product can be reapplied if frozen precipitation begins to accumulate.

## Storage & Handling Instructions

Eyeglasses or goggles are recommended. Protective clothing may be worn but is generally not required. Entry® is ready to use. Further dilution or mixing of other products is not recommended. Keep containers tightly closed and stored in a cool, well-ventilated space. Dispose in accordance with all federal, state, and local regulations. Please rinse and recycle empty container.

## First Aid

**For Eyes:** Rinse carefully with water for several minutes. Remove contact lenses if able and continue rinsing. Immediately call poison center or doctor/physician.

**For Skin:** Thoroughly wash with soap and water. If irritation persists, seek medical attention.

**For Inhalation:** Remove to fresh air. If not breathing, give artificial respiration. Seek medical attention.

**For Ingestion:** Call a physician immediately. Do not induce vomiting without medical advice.

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## Cautions

**Do not use if temperatures are below -30 degrees Fahrenheit (-34 degrees Celsius).**

**Do not use on concrete poured or pavers installed in the last 18 months unless approved by contractor.**

**Do not use on structural concrete unless approved by engineer or contractor.**

**Do not apply on specialty stone surfaces such as granite and marble unless approved by engineer or contractor.**

**Product has been designed for use in pedestrian and low speed parking lot areas such as drop off zones. Product is not recommended to be used outside of these areas.**

**Do not apply near in-ground lighting. Product may become electrically conductive.**

**A number of conditions can affect product performance including the type of surface area, surface temperature, surface grade, air temperature, application timing and rate. As a result, application guidelines should be carefully reviewed but are made without guarantee, warranty or responsibility of any kind.**

## Warranty

Seller warrants this material conforms to its description and is reasonably fit for the purpose stated on the label when used in accordance with any directions provided, with proper equipment in good working order and under normal conditions of use. Buyer assumes the risk of any contrary use. Seller makes no other expressed or implied warranty of fitness for a particular purpose, and no agent or seller is authorized to do so except in writing with a specific reference to this warranty. In no event shall seller's liability for any breach of warranty exceed the purchase price of the material as to which a claim is made.

## INGREDIENTS

Active Ingredients	CAS No.
Inhibited Potassium Formate	590-29-4
Adjuvant Formulation	Proprietary

\*Potassium Formate, a proprietary adjuvant formulation, and citric acid

Manufactured by:  
Branch Creek Organics, LLC  
P.O. Box 523  
Harleysville, PA 19438  
1-888-408-5433







**Ally**<sup>™</sup>  
— GRANULAR —  
Powered by **entry**<sup>®</sup>

**Powered by Entry**<sup>®</sup>



**POD**<sup>™</sup>  
Deicing Technology



## Keep Winter on the Outside



Our POD<sup>™</sup> Deicing Technology is derived from a unique source that combines Sodium Chloride, Calcium Chloride, Potassium Chloride and Magnesium Chloride in a single homogeneous particle. The result is an extremely effective and uniformed deicing source that produces consistent and predictable results on surfaces. POD<sup>™</sup> utilizes specific particle sizing to maximize melting capacity while quickly getting into solution to lessen tracking into buildings. The advantage is a uniformed particle that is large enough to rapidly melt snow and ice but small enough to limit unwanted tracking. POD<sup>™</sup> delivers uniformed performance and sizing that allows for consistent spreader settings and advanced surface coverage through increased particle density. Simply, POD<sup>™</sup> delivers more deicing particles on the surface per 50 Pound bag.

### Natural Colorant & Application Indicator

Ally<sup>™</sup> G has a natural colorant which is non-staining and naturally occurring in the composition of the product. Its natural color eliminates the need for the addition of synthetic de-icing dyes without compromising visual application indicators and safety. Ally<sup>™</sup> G is non-staining to skin, fabrics, and non-porous surfaces. Its natural color provides ample visual awareness without the potential of staining and tracking.



Entry's proprietary technology is changing the way we protect ourselves against winter weather. Traditional products melt snow and ice by creating a heat exchange. Entry<sup>®</sup> works by ionically breaking down the molecular structure of the ice lattice. This unique mode of action allows Entry<sup>®</sup> to melt through thin layers of snow or ice in less than 30 seconds while preventing refreeze in temperatures as low as -63°F/-53°C. Learn more about Entry<sup>®</sup> at [chloridefree.com](http://chloridefree.com).

Components of Ally <sup>™</sup> G	Melts To
POD <sup>™</sup> Deicing Technology	-4°F/-20°C
Secure <sup>®</sup> 94 Calcium Chloride	-25°F/-32°C
Entry <sup>®</sup> Chloride Free	-63.0°F/-53°C

### Directions for Use

For best results, remove any existing loose snow and slush from driveways, steps and walkways prior to application of ice melt. Evenly apply Ally<sup>™</sup> G on desired surfaces. Melting should begin within 30 seconds. Once snow and ice have sufficiently melted, shovel off slush. Thick accumulations may require additional application.

### Ally<sup>™</sup> G Packaging

- 50 lb bags : 49 bags per pallet : 18 pallets per truckload
















### Notice

Do not use on concrete that is less than one year old, or that was not properly mixed, finished, or cured. Flaking or spalling may occur when using any ice melting product on concrete surfaces, especially those that are poorly constructed, contain porous concrete or act as a mortar joints between bricks and flagstone. When used in these situations, Ally<sup>™</sup> should cause less damage than most other de-icers and will reduce the number of concrete freeze/thaw cycles, which also greatly contributes to concrete damage.



# WINTER WEATHER TOOLBOX

## Sidewalk Program

APPLICATION	Temperature Range		
	33°F/1°C OR ABOVE	32°F/0°C TO 10°F/-12°C	BELOW 10°F/-12°C
Pre-Treatment			
In-Storm			
Post-Storm Cleanup			
Hard Pack 1/8" or Less			
Hard Pack More Than 1/8"			

\*View the complete program details at [securewinterproducts.com/learn/](https://securewinterproducts.com/learn/)



### Formulated By Nature

Every POD™ particle is a homogenous blend of naturally occurring components of calcium, magnesium, sodium and potassium chloride. While all of the chlorides will provide melting action they each have a component that makes them beneficial.

### Set It & Forget It

POD™ particles are uniform in size. Most ice melt products use deicing sources that are inconsistent in sizing. The result is that the spreader gets set based upon the largest sized particles to avoid jamming. The problem is that everything that is smaller falls through the spreader faster than intended. This increases tracking, damages infrastructure and wastes product.

### Size Matters

POD™ particles are intentionally sourced to be large enough to melt through ice effectively, but small enough that they are gone after melting. Most ice melt products use deicing sources with large particle sizes. The problem is that those larger particles linger after melting and ultimately end up being tracked into your building.

### Surface Contact

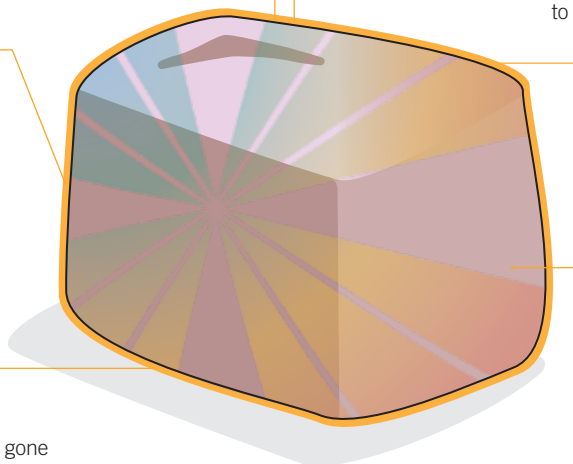
You can't melt what you can't touch. Many ice melt particles are round like a ball. As a result, there is a very small portion of that particle contacting the ice which means it is going to take longer to start the melting process. POD™ particles are rectangular in shape to achieve maximum surface contact.

### Particles Per Bag

Fifty pounds is always fifty pounds whether there are 300 or 3,000 ice melt particles in the bag. POD™ Deicing Technology will provide ten to twenty times more per particles per bag than other commonly used ice melt products.

### Naturally Occurring Color

POD™ Deicing Technology has a natural light pink color. Having a color is beneficial for providing a visual indicator of how much ice melt is being applied. Other ice melts have colorants that are artificially added and when those particles are tracked into buildings they can leave a stain on carpeted surfaces.



For more information visit

[securewinterproducts.com](https://securewinterproducts.com)



## SAFETY DATA SHEET

Name of Product :



Product # : I000144

Revision Date: June 1, 2021

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### SECTION 1: PRODUCT AND COMPANY IDENTIFICATION

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PRODUCT NAME: Entry  
SYNONYMS: Deicing Fluid, Anti-icing Fluid.  
PRODUCT CODES: I000144

MANUFACTURED FOR: Branch Creek Organics, LLC

CORPORATE ADDRESS: PO Box 523  
Harleysville, PA 19438

PHONE: 888-408-5433

EMERGENCY PHONE: United States: Chemtrec: 800-424-9300 (CCN# 15189)  
Canada: CANUTEC: 613-996-6666  
I TECH 877-324-4402

CHEMICAL NAME: Potassium Formate  
CHEMICAL FAMILY: Organic acid, potassium salt  
CHEMICAL FORMULA: HCOOK

PRODUCT USE: Deicing fluid, Anti-icing fluid.

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### SECTION 2: HAZARDS IDENTIFICATION

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GHS ELEMENTS:

Hazard Classification: Acute Toxicity – Inhalation (Category 5).  
Eye Irritation (Category 2B).

Pictogram: None

Signal Word: Warning

Hazard Statements: May be Harmful if swallowed

Precautionary Statements: Wash skin thoroughly after handling. Wear protective gloves, clothing, eye and face protection.  
If swallowed, rinse mouth. Do NOT induce vomiting.  
If on hair or skin, remove all contaminated clothing and rinse skin with water.  
If inhaled, remove victim to fresh air and keep at rest in a position comfortable for breathing.  
If in eyes, rinse carefully with water for several minutes. Remove contact lenses, if able and continue rinsing.  
Immediately call a poison center or doctor/physician. See First Aid instruction for specific treatment.  
Wash contaminated clothing before reuse. Absorb spillage to prevent material damage.

POTENTIAL HEALTH EFFECTS

EYES: May cause irritation.  
SKIN: May cause irritation.  
INGESTION: May cause irritation.  
INHALATION: May cause irritation.



# SAFETY DATA SHEET

Product # : I000144

Name of Product : entry  
CHLORINE FREE

Date: June 1, 2021

ACUTE HEALTH HAZARDS: Possible skin and eye irritation.

CHRONIC HEALTH HAZARDS: None known.

MEDICAL CONDITIONS GENERALLY AGGRAVATED BY EXPOSURE: None known.

CARCINOGENICITY:

OSHA: No  
ACGIH: No  
NTP: No  
IARC: No  
CA Prop 65: No

## SECTION 3: COMPOSITION / INFORMATION ON INGREDIENTS

INGREDIENT:			CAS No.
Potassium Formate	45%-54%		590-29-4
Water	40%-49%		7732-18-5
Adjuvant Blend	Proprietary		Proprietary

\*The exact concentration is being withheld as a trade secret.

SARA 313 REPORTABLE: N/A

OSHA PEL-TWA: N/A  
OSHA PEL STEL: N/A  
OSHA PEL CEILING: N/A  
ACGIH TLV-TWA: N/A  
ACGIH TLV STEL: N/A  
ACGIH TLV CEILING: N/A

## SECTION 4: FIRST AID MEASURES

EYES: Flush with water immediately and thoroughly for 15 minutes. If irritation persists, seek medical attention.

SKIN: Thoroughly wash with soap and water. If irritation persists, seek medical attention.

INGESTION: Call a physician immediately. Do not induce vomiting without medical advice.

INHALATION: Remove to fresh air. If not breathing, give artificial respiration. Seek medical attention.

NOTES TO PHYSICIANS OR FIRST AID PROVIDERS: Treat symptomatically.

## SECTION 5: FIRE-FIGHTING MEASURES

FLAMMABLE LIMITS IN AIR: Not flammable.

FLASH POINT:  
F°: >212  
C°: >100

METHOD USED: Closed cup.

AUTOIGNITION TEMPERATURE:  
F°: >750  
C°: >400

THERMAL DECOMPOSITION: >360°C

# SAFETY DATA SHEET

Product # : I000144

Name of Product : entry  
CHILDREN FREE

Date: June 1, 2021

## NFPA HAZARD CLASSIFICATION

HEALTH: 1  
FLAMMABILITY: 0  
REACTIVITY: 0  
OTHER: 0

## HMIS HAZARD CLASSIFICATION

HEALTH: 1  
FLAMMABILITY: 0  
REACTIVITY: 0  
PROTECTION: B

EXTINGUISHING MEDIA: Water or media suitable for surrounding material.

SPECIAL FIRE FIGHTING PROCEDURES: Proper safety equipment to include SCBA operated in positive pressure mode.

UNUSUAL FIRE AND EXPLOSION HAZARDS: Carbon monoxide and/or carbon dioxide may be released.

HAZARDOUS DECOMPOSITION PRODUCTS: Carbon monoxide and/or carbon dioxide.

## SECTION 6: ACCIDENTAL RELEASE MEASURES

ACCIDENTAL RELEASE MEASURES: Confine the spill to a diked area or sump, if possible, and recover as much of the product as possible. Place in suitable containers. Dispose in accordance with all federal, state, and local regulations.

## SECTION 7: HANDLING AND STORAGE

HANDLING AND STORAGE: Store in suitable containers made of mild steel, stainless steel, plastic or fiberglass.

OTHER PRECAUTIONS: Always use good safety and industrial hygienic practices.

## SECTION 8: EXPOSURE CONTROLS/PERSONAL PROTECTION

ENGINEERING CONTROLS: Good hygienic operating protocols are always recommended.

VENTILATION: Provide local ventilation as necessary.

RESPIRATORY PROTECTION: If exposure limits are exceeded or irritation is experienced, approved respiratory protection should be worn. In case of inadequate ventilation, oxygen deficient atmosphere, or where exposure limits are not known wear approved respiratory protection.

EYE PROTECTION: Safety goggles.

SKIN PROTECTION: Protective gloves.

OTHER PROTECTIVE CLOTHING OR EQUIPMENT: N/A

WORK HYGIENIC PRACTICES: Wash hands thoroughly after handling.

EXPOSURE GUIDELINES: N/A


## SECTION 9: PHYSICAL AND CHEMICAL PROPERTIES

APPEARANCE: Clear.

ODOR: Mild odor.

# SAFETY DATA SHEET

Product # : I000144

Name of Product :  entry  
CHLORIDE FREE

Date: June.1, 2021

ODOR THRESHOLD:	No data available.
PHYSICAL STATE:	Liquid.
pH AS SUPPLIED:	7.3 - 7.8
MELTING POINT:	Unknown
FREEZING POINT:	-63 °F, -53 C°
BOILING POINT:	Unknown
FLASH POINT:	>212°F, >100°C
METHOD USED:	Tagged Closed Cup
EVAPORATION RATE:	N/A
FLAMMABLE LIMITS IN AIR:	Not flammable.
VAPOR PRESSURE (mmHg):	No data available.
VAPOR DENSITY (AIR = 1):	No data available.
SPECIFIC GRAVITY (20°C):	1.33
DENSITY (20°C):	11.1 lb/gallon (1.33 kg/L)
SOLUBILITY IN WATER:	Complete
PARTITION COEFFICIENT:	n-octanol/water – N/A
PERCENT SOLIDS BY WEIGHT:	50%
PERCENT VOLATILE:	50%
VOLATILE ORGANIC COMPOUNDS (VOC):	None
AUTOIGNITION TEMPERATURE:	N/A
THERMAL DECOMPOSITION:	N/A
VISCOSITY:	9.6 cPs @20°C

## SECTION 10: STABILITY AND REACTIVITY

	STABLE	UNSTABLE
STABILITY:	x	
CONDITIONS TO AVOID (STABILITY):	Extreme heat.	
INCOMPATIBILITY (MATERIAL TO AVOID):	Strong acids or strong oxidizing agents.	
HAZARDOUS DECOMPOSITION OR BY-PRODUCTS:	Carbon monoxide and/or carbon dioxide.	
HAZARDOUS POLYMERIZATION:	Will not occur.	



# SAFETY DATA SHEET

Product # : I000144

Name of Product :



Date: June.1, 2021

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## SECTION 11: TOXICOLOGICAL INFORMATION

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TOXICOLOGICAL INFORMATION: Potassium Formate (CAS# 590-29-4)

LD50 (Oral, mouse): 11,000 mg/kg  
LD50 (Oral, rat) : >2000 mg/kg

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## SECTION 12: ECOLOGICAL INFORMATION

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ECOLOGICAL INFORMATION: BOD: 0.02 kg oz/kg  
COD: 0.09 kg oz/kg

Use of material as a de-icer or anti-icing agent requires due diligence. Avoid over application and accidental releases or spills.

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## SECTION 13: DISPOSAL CONSIDERATIONS

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WASTE DISPOSAL METHOD: Reclaim and reuse as much as possible. Dispose in accordance with all federal, state, and local regulations.

RCRA HAZARD CLASS: No.

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## SECTION 14: TRANSPORT INFORMATION

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U.S. DEPARTMENT OF TRANSPORTATION:

GROUND TRANSPORTATION: Not regulated for transport

WATER TRANSPORTATION (IMDG): Not regulated for transport

AIR TRANSPORTATION (IATA): Not regulated for transport

# SAFETY DATA SHEET

Product # : I000144

Name of Product :  entry  
CHLORIDE FREE

Date: June.1, 2021

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## SECTION 15: REGULATORY INFORMATION

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### CHEMICAL INVENTORY LISTS:

TSCA (U.S. Toxic Substances Control Act):	Yes
TSCA Section 12(b):	No
DSL (Canadian Domestic Substances List):	Yes
EINCS (European Inventory of Existing Commercial Chemical Substances):	Yes
AICS (Australia):	Yes
IECSC (China):	Yes
ENCJ (Japan):	Yes

CERCLA (COMPREHENSIVE RESPONSE COMPENSATION, AND LIABILITY ACT): No

CLEAN AIR ACT (CAA): Contains no priority air pollutants.

CLEAN WATER ACT (CWA): Contains no priority water pollutants.


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## SECTION 16: OTHER INFORMATION

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**DISCLAIMER:** The information contained herein is offered only as a guide to the handling of this specific material and has been prepared in good faith by technically knowledgeable personnel. It is not intended to be all-inclusive and the manner and conditions of use and handling may involve other and additional considerations. No warranty of any kind is given or implied and Secure Winter Products, LLC will not be liable for any damages, losses, injuries or consequential damages which may result from the use or reliance on any information contained herein.

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