

COMPANY BACKGROUNDER

Sears Ecological Applications Company (SEACO), located in Rome, NY, manufactures, processes and refines an organic, environmentally friendly, agriculture-based product designed for use as a liquid road de-icer that can either be mixed with road salt or applied directly to roadways by spraying.

SEACO specializes in the research and development of ecologically-sound and scientifically-proven applications and is widely recognized as a pioneer in the liquid de-icing industry. The company entered the liquid de-icing industry in 1997 and is considered one of the more seasoned, experienced and respected companies in this specialized market.

In the past decade, SEACO's unique and highly effective product, Ice B'Gone, has revolutionized the road de-icing process. The product is derived from a variety of natural and agricultural sources, including distillers and brewers byproducts (condensed solubles), high fructose corn syrup and cane and beet molasses. It is a certifiably "green" product that fully supports and complies with the initiatives of the growing global green movement. It offers significant public health (water supply) and safety benefits (traffic accidents/fatalities), protects and preserves the natural environment and wildlife habitats, and provides multiple cost savings (usage, maintenance/repair, cleanup, labor).

SEACO's R&D facilities are located at its Rome, NY corporate headquarters. The company maintains a deep-water terminal in Glenmont, NY, situated near the City of Albany on the Hudson River, where foreign and domestic raw supplies are delivered by cargo ships. Manufacturing, processing, refining and blending of raw supplies takes place directly at this terminal site. The refined product is then stored on-site in large storage tanks and later transported by tractor-trailer tankers to multiple distributors.

SEACO has established a widespread product distribution network throughout the northeastern U.S., particularly New England (VT, NH, ME, MA) and Mid-Atlantic states (NY, NJ, PA); as well as the Midwest (OH). Strategic business partners include American Rock Salt and International Salt Company, who supply significant tonnage to large customers. The product's primary end users are state and county highway and transportation departments, public works departments, and independent snow plowing contractors.

Before formally entering the liquid road de-icing business, SEACO acquired one of the primary early foreign patents and began extensive research and development to better understand the manufacturing and refining process. The company then spent several years improving product consistency and applicability in order to offer a more reliable and consistently-performing product that is effective and safe for prolonged use. SEACO obtained a patent disclosing its unique technology in 2001, giving birth to a new generation of de-icing products. The patent discloses a component called an organic-based performance enhancer, also known as a low molecular weight carbohydrate (LMWC), or in simpler terms, a sugar. It is these sugars that, when mixed with chloride salts, causes significant freeze point reduction in the working temperature of salt, as well as corrosion reduction. This synergistic effect creates a highly effective and environmentally-safe method of de-icing roads and results in cost-savings from reduced salt use, labor costs, and equipment, bridge and roadway repair and maintenance.