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FOR IMMEDIATE RELEASE

**STATE URGED TO CONSIDER VALUE AND LONG-TERM COST SAVINGS
WHEN APPROPRIATING D.O.T.'S BUDGET FOR DE-ICING MATERIALS**

ROME, NY – State funds that are allocated for the purchase of road de-icing materials would be better spent on products that provide the best value and long-term cost savings rather than on products that are priced the lowest yet don't work as effectively, say officials of a Rome, NY-based liquid de-icing manufacturer.

Their comments were made as budget hearings for the New York State Department of Transportation get underway this week.

"We believe that looking solely at the initial cost shouldn't be the only consideration when approving budgets for the procurement of these materials," said David Wood, president of Sears Ecological Applications Company (SEACO).

"What may appear at first glance to be a higher unit cost may not necessarily be the case in the long run because our products go further and works longer than the others," he added. "In the interest of fiscal responsibility, our legislators should also be looking at a product's effectiveness and long-term value, which can translate into significant cost savings for both the state and taxpayers over time. Environmental impact is also a critical factor to be considered."

To support his position, Wood cited a detailed cost analysis he recently conducted on bids for treated salt purchased by Hennepin County, Minnesota. He discovered that, although SEACO's bid came in slightly higher than a competitor's who won the contract, in the long run SEACO's price would actually be \$10 per ton lower when additional value and usage considerations are factored into the equation.

To make the distinction between competing products that can perform to varying degrees of effectiveness, Wood explained that SEACO's patented de-icing product, which is an organic derivative containing low molecular weight carbohydrates, or sugars, is frequently blended with rock salt in greater quantities than competitors' products. SEACO adds up to two gallons more of its refined performance enhancer per ton of salt, which causes the treated salt to work more effectively.

The product also contains nearly double the amount of de-icing solids as its competitors. This significantly enhances performance by lowering the freeze

point at which salts effectively work and creating a working time that is twice as long.

In Woods' estimation, double the working time requires half as much salt, meaning highway maintenance and public works departments can save on the purchase of treated salt over time.

Applying what Wood calls the "effectiveness factor," states and counties using the superior de-icing product can save 10% or more on the direct cost of materials. They can also realize a 70% reduction in corrosion for an added environmental benefit on which it is difficult to place an exact dollar value.

Because of the product's working effectiveness, additional cost savings can be achieved through reduced labor and overtime for drivers, as well as an extended life for snow removal vehicles and equipment, roadways and bridges that would otherwise become damaged sooner by more corrosive materials.

"Even with these reductions in salt use and environmental impacts, there is no reduction in service level," Wood explained. "Roads are actually safer because they bare off sooner."

Wood pointed out that in the end, many states purchasing de-icing material in large quantities are actually paying more money to get less melting power by using inferior-performing products.

"Although it may seem that they're paying less initially, it winds up costing them more comparatively because of the amount of product it takes to do a less than adequate job. They're not getting the benefit of our product's long-term cost savings," he said.

SEACO's de-icing products recently received the Design for the Environment (DfE) designation by the EPA, which recognizes the company as a partner in safer chemistry and one whose products are designed with the potential to significantly reduce environmental impacts. SEACO's products are the only de-icers in the entire country to receive such a designation.

For additional information, please call 888-847-3226 or visit online at www.icebgone.com.

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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. For additional information, please call 888-847-3226 or visit www.icebgone.com.