



MELTS ICE, SNOW,
AND WORRIES — *FAST*



Entry® Solves the Problem

Traditional chloride ice-melt compounds often do not meet performance expectations and are detrimental to plants, watersheds and potentially lethal to pets and humans if ingested.

Entry® was created in recognition of the need for a product that would be better in performance and lower in harmful impacts. It is a chloride-free product, designed to melt ice faster than its chloride competitors and prevent refreeze, therefore decreasing slip and fall risks while also eliminating tracking into buildings.

Entry® is a readily biodegradable product that eliminates additional costs of mopping entryways, cleaning carpets and repairing damage to landscaping as well as eliminating health liabilities of customers and employees handling the product.

ENTRY® IS THE ANSWER

- 🔹 Melts ice in as little as 30 seconds
- 🚫 Eliminates granular chloride tracking
- ✓ Safe for children & pets
- 🌱 Not harmful to grass & turf

68% of customers voiced concerns about deicing materials damaging their pavement surfaces and surrounding green spaces.



Market Demand for Sustainable Solutions

Maintenance product consumers are becoming more aware of the property impacts of traditional de-icing options. Snow Magazine's 2015 Salt Survey showed that 68% of customers voiced concerns about deicing materials damaging their pavement surfaces and surrounding green spaces. Customers are beginning to seek alternatives.

Entry® reduces these building repair costs and provides a lower cost of handling since the product is chloride salt free, while ensuring the aesthetics of your entryway.

Hidden Costs: It costs buildings at least \$50 per entrance to clean floors and carpeting from chloride tracking each day during a winter event, according to the International Sanitary Supply Association's (ISSA) time-in-motion study. Moreover, additional costs entail from handling chemical products as well as potential higher increased workers' compensation costs associated with chlorides.

Misuse: Most maintenance departments are using the same ice-melt product in their entryway as in the back corner of their parking lot. This approach is cost prohibitive and causes permanent damage to concrete surfaces.

95% of granular ice melt tracking occurs within the first 15 feet of the building entrance.

Legal liability and the financial risks are what traditionally drives de-icing practices. Avoiding expensive lawsuits from slipping and falling accidents has led to extreme over-deicing by maintenance departments and a hesitation to try something new that is not chloride-based.



¹ ISSA. 612 Cleaning Times Study. <https://www.issa.com/education/professional-development-center/612-cleaning-times-book>. Calculated with an average pay scale of \$15 per hour and a 1,000-square-foot entrance area



Opportunity for Something Better

The first 15 feet of a building can be your greatest asset and your most ominous threat. It is where visitors can get their first experience with your company, an impression is made with appealing plants, landscaping and it provides employees and returning customers with a sense of belonging.

This 15-foot area is also the area most prone to slips, falls and the financial liability associated with them, which is why this area has the highest concentration of chloride use for most buildings. Therefore, a deicer needs to perform quickly and thoroughly, without compromising the aesthetics of your entryway.

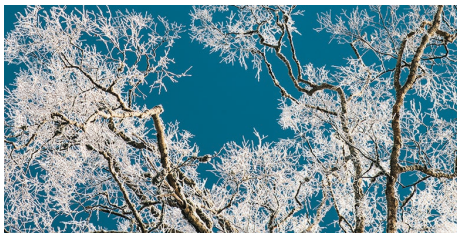
The proprietary neutral pH formulation of Entry® immediately melts ice away and

provides advanced protection against refreeze and black ice. It eliminates granular ice melt and chloride residue tracking into your building significantly reducing the need for day-to-day clean up labor as well as costly carpet, flooring, railing and door repairs or replacements. The product does not require additional water to mix and activate, thus reducing water usage and labor time.

Entry® melts ice in one-fourth of the time of granular chloride salts and is much safer for people and children, pets and wildlife, plants, and grass.

Entry® is made of readily biodegradable compounds that do not contribute to negative health impacts, or contamination of waterways.

The following are financial and environmental impacts of traditional chloride salt ice-melts:



Animals and Humans

Causes ulcers, redness to tissue, bacterial infections, and intestinal and stomach problems if ingested, especially in children

Causes dermatitis, rashes, blistering and hypertension as well as heart and kidney damage

Lethal to pets if swallowed & significantly burns paws

Surfaces and Infrastructure

Tracking into buildings damages floors and carpeting

Permanent damage to concrete, metal, wood, asphalt and pavers

Scaling and corrosion of bridges, parking garages, decks, railings and doors

Costs taxpayers \$1,800 per ton of salt spread for restoration (\$34.2 billion annually)

Foliage

Toxic to terrestrial plants adjacent to roads and sidewalks, crop damage in farmland areas

Burns grass and kills ornamental plants in entryways causing desiccation and lowered aesthetics

Erodes soil causing an increased risk of landslides.

Water

Runoff contaminates freshwater sources, lakes, watersheds, etc
Absorbs into groundwater

- Contaminates freshwater and drinking sources
- Stored for years and slowly filters into waterways causing accumulation

Reduced oxygen levels lead to death of fish and aquatic plants

Shifts algae composition and changes biodiversity of aquatic life

Entry® is derived from formic technology which works by (1) breaking down ice lattice hydrogen bridges that are formed when water freezes and (2) lowering the freezing point of water to temperatures as low as -63 degrees Fahrenheit (-53 Celsius) to help prevent refreeze even in cold temperatures.

Branch Creek | Our Story

Branch Creek founder Nate Clemmer and his family have been in the fertilizer business since 1869, so they know this industry. When Nate and his family moved into a house on the Branch Creek, he struggled to find healthy, effective and affordable products that could be used 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 while also being higher-performing and lower in cost than traditional products, so 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. As stricter building certifications such as those adopted by the USGBC or Built Green become common place, we believe that this is the future of the business, and our products will be a driver for building performance.

Branch Creek is proud to partner
with this organic pioneer:







Taking Steps Toward a Healthier Future.

As the general public becomes increasingly aware of environmental and social impacts, **switching to Entry not only reduces risk, but also enhances brand value.** Using Entry means you don't need to compromise performance and cost for environmental benefit.

That is why Branch Creek stands behind its promise for delivering both performance and environmental benefit.

Your satisfaction is guaranteed. If a customer is not satisfied, they will be offered a full refund.

For advisory services or to learn more about the benefits of Entry, please contact:
info@branchcreekorganics.com or call 888-408-5433. Entry is also available for purchase
through Secure Winter Products at www.secureicemelt.com