



# LIQUEFIRE Anti-Icing Agent Case Study

**A contractor servicing a local oil field campus used LIQUEFIRE Anti-Icing Agent as a pre-storm treatment to decrease post-storm clean-up. They found:**

- **Total man-hours for snow removal decreased from 288 man-hours to just 18**
- **No special certification needed or training to apply**
- **Liquid easily applied to metal stairs, loading docks, cement**
- **Additional savings in hours to hire part-time workers, interview, drug test**
- **Effective without additional ice melt for light snowfalls**
- **Customer found new ways to use product throughout campus**

Last summer, before the brutal Oklahoma winter began, we introduced **6010 LIQUEFIRE Anti-Icing Agent** to a contractor who provides maintenance services to a large oil field customer.

Since LIQUEFIRE is a preventative product, and not the traditional post-snowfall granular response, we were ready for an acceptance learning curve.

The contractor was **engaged with a significant snow removal program** with the customer, which was proving to be quite labor intensive (aka expensive).

**The concept of applying a product BEFORE a winter storm and benefitting from a residual effect was quite intriguing.**

We tested LIQUEFIRE on different surfaces to ensure it would not stain or leave surfaces slick. The product performed flawlessly from metal ramps to decorative concrete walkways.

When winter hit early, there was an **immediate order for six drums of LIQUEFIRE.**

The customer was so impressed with the product, they found new ways for the contractor to use it on the sprawling oil field campus. As an example, the contractor **converted a tractor-pulled herbicide sprayer to apply LIQUEFIRE** to the access roads and pedestrian areas on all their campuses.

By the end of winter, a **total of 36 drums of LIQUEFIRE** had been sold to the contractor, just for the servicing of this single customer.



## COST ANALYSIS:

**Previous Labor Costs:** Contractor hired 24 to 36 hourly workers to shovel snow and apply ice melt after a winter storm. Each worker was paid for an 8-hour day.

**Post-Liquefire Labor Costs:** Six hourly workers paid for two or three hours to apply LIQUEFIRE, as needed.

**Difference:** LIQUEFIRE decreased labor from 288 man hours to 18 man hours. Additionally, savings were realized in human resources for sourcing workers, interviewing, drug testing and paperwork.

LIQUEFIRE Anti-Icing Agent can go where granular ice melt products dare not!



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