



entry[®]
CHLORIDE FREE

Resource Guide

Improve Your Track Record





Branch Creek | Our Story

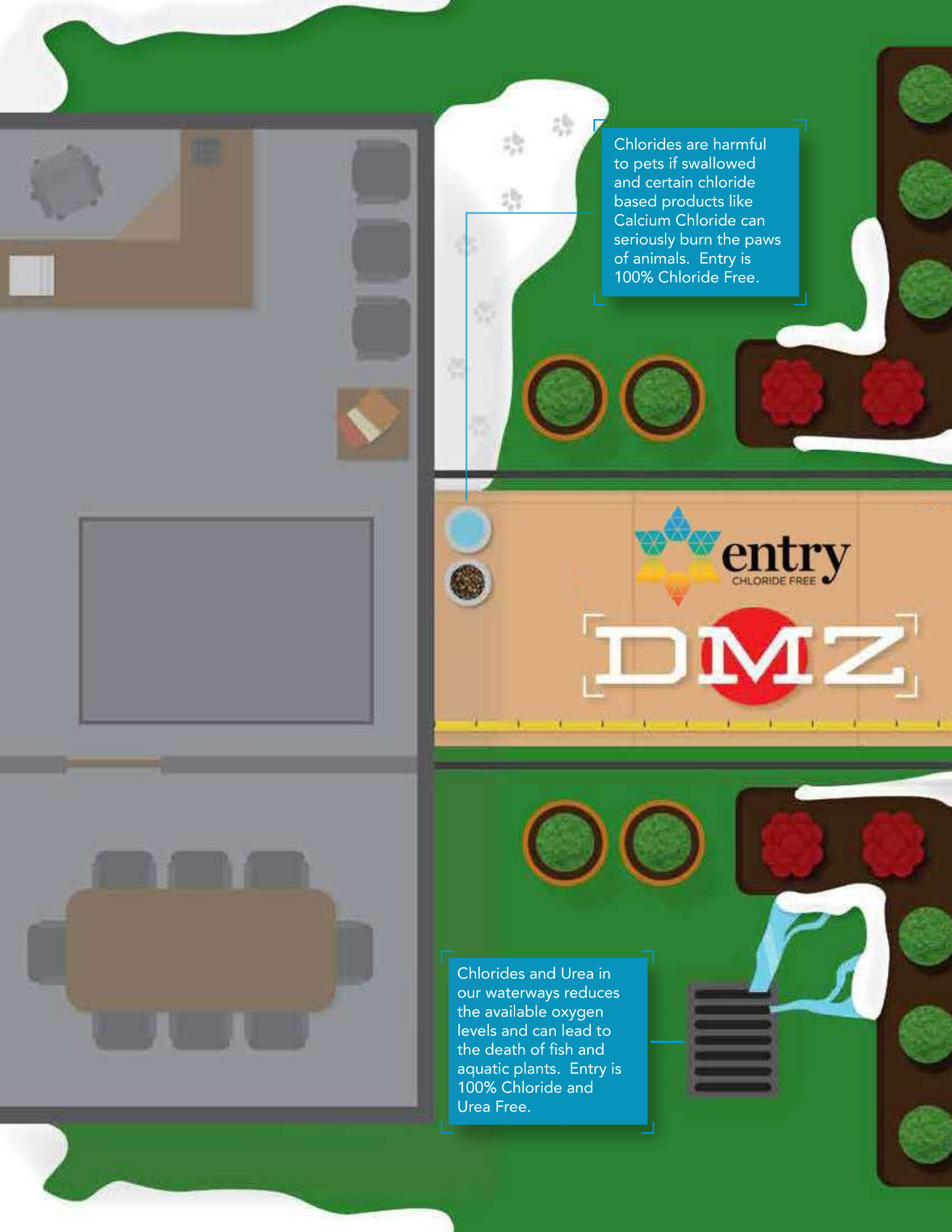
Branch Creek founder Nate Clemmer and his family have been in the fertilizer business since 1869, so they know this industry. When Nate and his family moved into a house on the Branch Creek, he struggled to find healthy, effective and affordable products that could be used around his children, dog and 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:





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.



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 and Urea 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.

15'

95% 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.

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 at a rate of 3/4 gallon per thousand.

Increase rate to 1 Gallon per thousand if 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 Safer Choice

Entry is chloride-free and urea-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 safe 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
	●●
Potassium Acetate	●●●●
Calcium Magnesium Acetate (CMA)	●●●●●
Glycerol	●●●●●●●
Propylene Glycol	●●●●●●●●
Urea	●●●●●●●●





Toxicity

Salt and Chloride Free

Safe for Pets



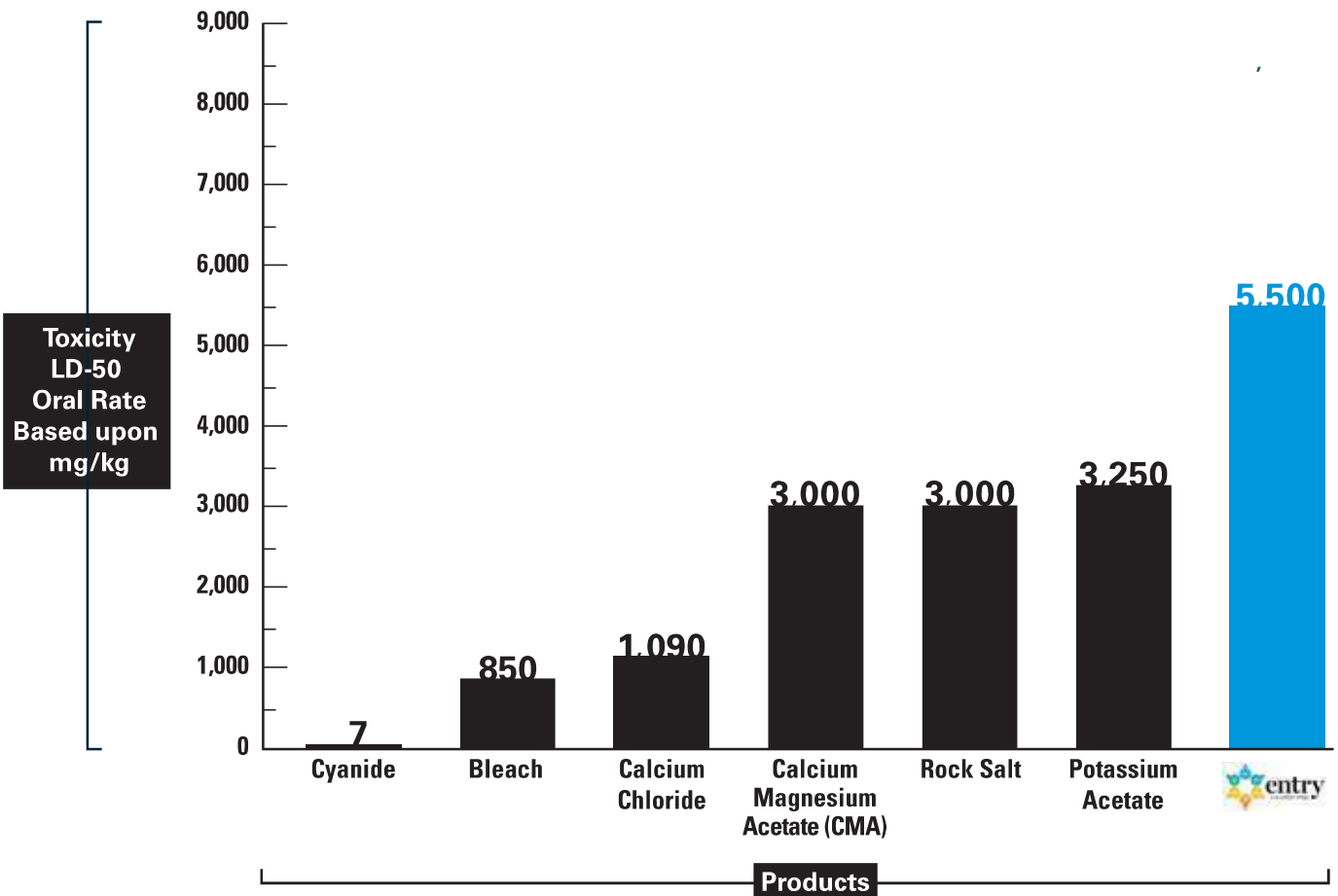
Safe for Lawn and Landscaping



Safe for Metals



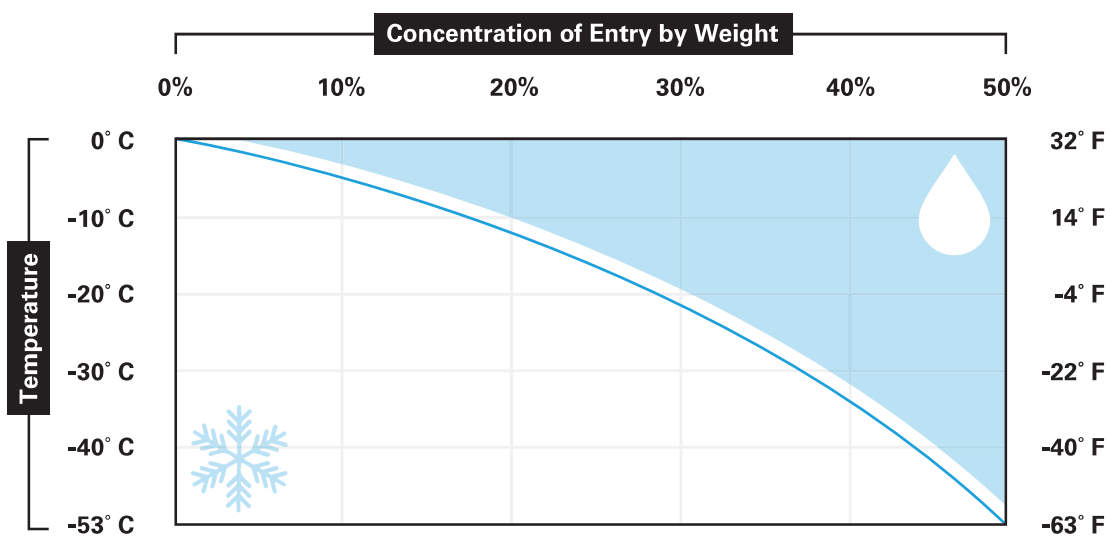
Toxicity Comparison Chart



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.

Frequently Asked Questions

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?

Once there is an accumulation of ice or snow pack Entry will cease to be a cost effective melting alternative. If you need to melt through an existing layer of snow or ice we would recommend Alpha Melt for temperatures down to zero degrees Fahrenheit and Magnesium Chloride Pellets if temperatures are below zero degrees Fahrenheit.

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-Treat will compare with, but not exceed the performance of other less expensive pre-treatment alternatives. If a non-chloride application or if temperatures were expected to be below 0 degrees F (-18c) then Entry would be a viable pre-treatment alternative.

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?

You should consult with your installation contractor regarding Entry's safety around decorative stones such as granite or marble.

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. If Entry is not an approved de-icing product we would recommend using a high performance traction product such as Traction Magic.

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 safe on plants and turf?

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

Is Entry safe for pets?

While Entry is safer for pets than the vast majority of de-icing products on the market if pet safety is your number one priority we would recommend Safe Paw.



Reinders

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