



ROAD SAFETY

In 2015 there were 173,892 road accidents in Italy with personal injury, that caused 3,419 victims (dead within 30 days) and 246,050 wounded (provisional data ISTAT July 19th , 2016).

Among the most frequent misbehaviour, distracted driving, failure to comply with safety and precedence rules and excessive speed are to be reported (overall 44.0% of cases). The most sanctioned violations of Road Traffic Rules are, in fact, speeding, failure to use safety devices and the use of mobile phones while driving.

Among the various contributory factors, there are definitely adverse weather conditions, especially in winter when it snows or temperatures significantly drop and ice risk is always lurking.

If local governments and infrastructure managers take care of maintenance and distribution of anti-icing salt on the roads, in private companies is the responsibility of the owners to maintain and prevent the formation of ice sheets that can lead to accidents in parking lots and in loading and unloading zones. Even the entrances and the pedestrian paths can be tricky and lead to accidents at work.

TO AVOID THIS, YOU CAN USE ICELESS, OUR ANTI-ICING / DE-ICING PRODUCT:

Main Features:

- Lower environmental impact than the traditional NaCl. In fact, the Na⁺ chemical element is harmful for plant life and therefore the use of high quantities of NaCl can have an adverse environmental impact;
- It doesn't damage asphalt and cars; ICELESS is in fact much less corrosive than the traditional treatment with NaCl;
- It acts up to a temperature of -28 ° C;
- ICELESS has a rapid onset of action as anti-icing in the first 30 minutes of use up to 8 times greater than the traditional treatment with NaCl.