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Zirax enters retail de-icing segment with launch of consumer ICEMELT products across Russia and CIS

Zirax launches retail distribution of consumer de-icing product consisting of ICEMELT and CaCl₂ pellets 94-98% for consumer sector, signing distribution agreements with major Russia and international retail chains to increase market share in high performance de-icing materials focused not only on major municipal and private users, but households and small businesses, who need high quality anti icing and de-icing materials during winter season to treat hard surface areas from ice and snow. Zirax consumer de-icing materials, having local brands TOR and EJIR are appeared on shelves of major international and local distribution chains, shopping malls and internet shops.

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