

GOOD FROM BAD

Entrepreneurs Marc Appleby and Mark Watson develop environmentally friendly traction



Marc Appleby & Mark Watson

ECOTRACTION was created in 2005 after Mark Watson lost his dog Grover to cancer. After consulting with a veterinary oncologist, he concluded that the cause was likely the chemicals in road salt that his dog inadvertently ingested by licking his paws after his winter walks.

Watson partnered with Appleby to search for a green alternative to controversial road salt and ice melters, a solution that would provide long-lasting traction in all temperatures and create a safe walking zone on ice and snow. After much research, they discovered an all-natural volcanic mineral with unprecedented environmental properties that, through scientific testing, proved to be an effective ice management solution.

"The EcoTraction mineral is truly unique and provides much better traction than sand," says Appleby. "Each granule of EcoTraction is like a rigid sponge that embeds itself into ice by absorbing the thin layer of water that makes icy surfaces slippery, creating a sort of sandpaper effect."

Appleby also explains that EcoTraction is safe to touch and safe even if accidentally ingested by children, pets and wildlife. He says it will not damage grass or plants, nor any brick, stone or uncured concrete surfaces. He adds



that EcoTraction will not stain clothing or carpets because it does not contain any salt, chlorides, chemicals, or dyes. "In the end, using EcoTraction is about total peace of mind," says Appleby.

Watson adds that EcoTraction actually benefits the environment. "Among a long list of unique benefits, it aerates the soil through its porous 'honeycomb' structure. It also slowly releases nutrient minerals into the soil for healthy lawns while retaining moisture which reduces watering requirements," explains Watson. "Additionally, this green mineral naturally filters the air from noxious fumes and absorbs nuisance

odors, as well as absorbs and traps heavy metals from contaminated water, which can improve the water quality of our lakes and rivers."

"EcoTraction makes sense considering the difficult economic times because it provides great value due to its spread rate being much higher than any ice melter," says Appleby. "In fact, one cup of EcoTraction covers the same area as nine cups of ice melter." He also says that people can sweep it up at the end of the season and re-use it the following winter, or simply sweep it onto their lawn to help nurture healthy grass. ♣

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