

Ms. EricaTM
SALT COMPANY



She MeltsTM



PREMIUM
ROCK SALT
PREMIUM ICE MELT



LUXURY PROTECTION.
COMMERCIAL PERFORMANCE.



WHOLESALE SOLUTIONS
FOR MUNICIPALITIES, CONTRACTORS,
PROPERTY MANAGERS & MORE.



MUNICIPALITIES &
GOVERNMENT AGENCIES



PROPERTY MANAGEMENT
COMPANIES



CONTRACTORS &
COMMERCIAL CLIENTS



RESIDENTIAL
COMMUNITIES



BUILT ON FAITH.
DRIVEN BY PURPOSE.
FOCUSED ON YOU.

—1999— QUALITY YOU CAN TRUST. ❄️ SERVICE YOU CAN COUNT ON. ❄️

mserica.com



OUR STORY

More Than Rock Salt. It's Our Legacy.

What began as an opportunity to bid on national rock salt contracts with industry leaders like Morton and Cargill inspired a bigger vision.

Rather than simply transporting or supplying someone else's product, I set out to build a brand of my own—one rooted in quality, community, and purpose.

Today, She Melts™ represents premium winter solutions backed by local service, dependable logistics, and a commitment to protecting homes, businesses, and communities.

“ Every bucket we deliver represents trust, preparation, and a commitment to the communities we serve. ”

— Ms. Erica



PREMIUM QUALITY YOU CAN TRUST

High-purity rock salt that delivers superior melting performance and reliable results.



BUILT ON PURPOSE. DRIVEN BY IMPACT.

A brand built on faith, integrity, and a mission to make every winter safer together.



PROTECTING HOMES. SUPPORTING COMMUNITIES.

We help protect what matters most—homes, people, property, and the communities we call home.



A LEGACY OF EXCELLENCE.

Committed to delivering exceptional products, service, and trust—season after season.



msERICA.COM
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Cleveland, Ohio

FOLLOW US



@bymerica

Ms. Erica™
SALT COMPANY
BUILT ON FAITH.
DRIVEN BY PURPOSE.
FOCUSED ON YOU.



PROTECTING COMMUNITIES. DELIVERING CONFIDENCE. BUILDING LEGACY.



Ms. Erica[™]
SALT COMPANY



THE She Melts[™] DIFFERENCE

LUXURY PROTECTION. COMMERCIAL PERFORMANCE.

WHY CUSTOMERS CHOOSE SHE MELTS[™]

-  **PREMIUM QUALITY ROCK SALT**
High-purity for superior melting performance.
-  **FAST ACTING FORMULA**
Melts ice quickly to improve safety.
-  **HELPS REDUCE SLIPS & FALLS**
Provides reliable traction all winter long.
-  **CLEANER, CONSISTENT PRODUCT**
Less dust. Less residue. More effective.
-  **SAFE FOR RESIDENTIAL & COMMERCIAL USE***
Gentler on surfaces, pets, plants & concrete.
-  **LOCAL INVENTORY**
Cleveland based. Ready when you need us.
-  **WAREHOUSING AVAILABLE**
Ample storage to meet seasonal demands.
-  **PRODUCT TO PORCH[™] DELIVERY**
Delivered where you need it. On time.
-  **SEASONAL SUPPLY CONTRACTS**
Plan ahead. Secure your winter coverage.
-  **EMERGENCY DELIVERY AVAILABLE**
Rapid response when winter hits hard.

AVAILABLE PACKAGING & ORDER OPTIONS



15 LB BUCKETS
Convenient. Easy to store.
Ready to use.



50 LB BAGS
Ideal for driveways,
walkways & lots.



PALLET ORDERS
Bulk pricing.
Store with confidence.



BULK ORDERS
Custom quantities
to fit your needs.



**TRUCKLOAD
QUANTITIES**
For large projects,
municipalities & contractors.



“

We don't simply sell rock salt.
We help communities prepare before winter arrives. ”

— Ms. Erica





BUILT TO SERVE. READY FOR EVERY SEASON.

COMMERCIAL & GOVERNMENT SUPPLY SOLUTIONS

She MeltsTM is trusted by municipalities, businesses, and organizations that depend on safety, reliability, and consistent results all winter long.



DEPENDABLE SUPPLY.
PROFESSIONAL SERVICE.
STRONGER COMMUNITIES.



**TRUSTED
PARTNER**

We build long-term relationships based on reliability.



**ON-TIME
DELIVERY**

Count on us for timely service when it matters most.



**CONSISTENT
QUALITY**

Premium rock salt that performs every time.



**DEDICATED
SUPPORT**

Our team is here before, during, and after the storm.

SERVING THE SECTORS THAT KEEP OUR COMMUNITIES MOVING



MUNICIPALITIES



Supporting city and county operations with reliable winter maintenance.



**SCHOOLS &
UNIVERSITIES**



Helping keep students, staff, and visitors safe on campuses and parking lots.



**HOSPITALS &
HEALTHCARE**



Reliable service for facilities where safety and accessibility are mission critical.



**PROPERTY
MANAGEMENT**



Maintaining safe walkways, parking lots, and common areas.



**CONTRACTORS &
SERVICE PROVIDERS**



Dependable supply for snow removal professionals and landscapers.



**DETAIL &
BUSINESSES**



Keeping customers safe and businesses open all winter long.

**QUALIFIED.
CERTIFIED.
COMMITTED.**

Your

**WINTER SOLUTIONS
PARTNER.**

**WBE
CERTIFIED**

**WOMAN-OWNED
BUSINESS**

Ohio WBE
Certified

**MBE
CERTIFIED**

**MINORITY-OWNED
BUSINESS**

Ohio MBE
Certified

**DBE
PENDING**

**DBE
CERTIFICATION**

Certification
In Progress

**SAM
REGISTERED**

**SAM.GOV
REGISTERED**

Active &
Registered



**LOCALLY OWNED
& OPERATED**

Cleveland Based.
Community Focused.



**SAFER COMMUNITIES.
STRONGER TOGETHER.
BUILT ON TRUST.**

We understand what's at stake when winter hits. That's why organizations across Ohio trust She MeltsTM to deliver safety, reliability, and peace of mind.

She MeltsTM

**PREMIUM ROCK SALT
PREMIUM ICE MELT**

Ms. EricaTM
SALT COMPANY



PRODUCT TO PORCHTM

DELIVERY YOU CAN COUNT ON.



We make winter protection simple. From your first order to the final delivery, She MeltsTM is there every step of the way.

Our Product to PorchTM service ensures your rock salt arrives safely, on time, and exactly where you need it.



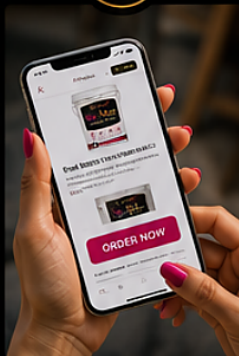
LOCAL. RELIABLE.
ALWAYS READY.

PinkTM
TRANSPORTATION
DELIVERY. LOGISTICS. SOLUTIONS.



DELIVERED
WITH CARE.
FOR YOUR
PEACE OF MIND.

HOW PRODUCT TO PORCHTM WORKS



1. ORDER

Place your order online, by phone, or through your account manager.



2. PREPARE

We prepare your order with care in our local warehouse.



3. DELIVER

Our team delivers directly to your home or business.



4. PLACE

We place your product exactly where you need it.



5. PROTECT

You stay protected all winter long with She MeltsTM.



WINTER IS
UNPREDICTABLE.
WE MAKE
PREPARATION EASY.

“ Our promise is simple: dependable delivery, premium product, and peace of mind all winter long. ”

— Ms. Erica

She MeltsTM
PREMIUM ROCK SALT
PREMIUM ICE MELT

PREMIUM PRODUCTS. POWERFUL PROTECTION. BUILT FOR EVERY NEED.

She MeltsTM rock salt is processed for maximum performance and consistency, giving you reliable results you can trust all winter long.



AVAILABLE PACKAGING OPTIONS

15 LB BUCKET
Convenient & Easy to Use



Perfect for homes, driveways, and small commercial properties.

50 LB BAG
Ideal for Larger Jobs



Great for contractors, property managers, and commercial applications.

PALLET ORDERS
Bulk Pricing Available



Cost-effective for organizations with ongoing winter maintenance needs.

BULK ORDERS
Custom Quantities



Tailored solutions to fit your exact requirements.

TRUCKLOAD QUANTITIES
For Large Projects



Dependable supply for municipalities, contractors, and large facilities.

SHE MELTSTM PRODUCT SPECIFICATIONS

PRODUCT	SIZE	APPEARANCE	FORMULATION	FEATURES	BEST USE
 15 LB BUCKET	15 lbs (6.80 kg)	White to Off-White Crystals	High Purity Rock Salt Enhanced with Minerals	✓ Fast Acting ✓ Premium Quality ✓ Helps Prevent Slips & Falls ✓ Safer for Pets & Plants*	 Homeowners, driveways, sidewalks, small lots
 50 LB BAG	50 lbs (22.68 kg)	White to Off-White Crystals	High Purity Rock Salt Enhanced with Minerals	✓ Fast Acting ✓ Premium Quality ✓ Helps Prevent Slips & Falls ✓ Safer for Pets & Plants*	 Commercial lots, contractors, larger properties

*When used as directed. Not intended for consumption.

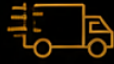
PREMIUM QUALITY. PROVEN RESULTS.


MINED FOR PURITY
Carefully mined and processed for maximum quality and consistency.


FAST ACTING
Melts ice quickly, helping reduce hazards and improve safety.


TRUSTED FORMULA
Enhanced with minerals to deliver powerful, long-lasting performance.


SAFER CHOICE*
Gentler on surfaces, pets, plants, and the environment.


ALWAYS AVAILABLE
Local inventory and reliable delivery when you need it most.



MORE THAN ROCK SALT.
IT'S PEACE OF MIND.

When you choose She MeltsTM, you choose quality, reliability, and a safer winter for all.
— Ms. Erica

She MeltsTM
PREMIUM ROCK SALT
PREMIUM ICE MELT



WHOLESALE OPPORTUNITIES.

**STRONGER TOGETHER.
GREATER IMPACT.**



We partner with retailers, distributors, and businesses to deliver premium rock salt that customers trust and depend on.

Reliable supply. Competitive pricing.
Exceptional service.



GROW YOUR BUSINESS
WITH A BRAND YOUR
CUSTOMERS WILL LOVE.
SHE MELTSTM DELIVERS.



IDEAL WHOLESALE PARTNERS



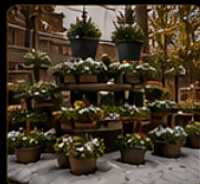
RETAIL STORES



Hardware stores, home improvement, and convenience retailers.



GARDEN CENTERS



Keep your customers safe this winter with a must-have product they need.



LUMBER YARDS



Add high-demand winter essentials to your seasonal inventory.



DISTRIBUTORS



Reliable supply chain and competitive pricing for bulk resellers.



CONTRACTORS



Equip your team and offer your clients the best in winter protection.



PROPERTY MANAGEMENT



One trusted partner for all of your winter salt supply needs.

PARTNER BENEFITS



COMPETITIVE WHOLESALE PRICING

Great margins with premium quality that sells.



SEASONAL PLANNING SUPPORT

Plan ahead with our team for a smooth winter season.



DEPENDABLE DELIVERY

Local delivery options and nationwide freight.



WAREHOUSE SUPPORT

Ample inventory and storage to meet high demand.



BRAND MARKETING SUPPORT

Product materials and custom support available.



LONG-TERM PARTNERSHIPS

We grow when you grow.



**WE DON'T JUST SUPPLY ROCK SALT.
WE BUILD RELATIONSHIPS THAT LAST.**



LET'S BUILD SOMETHING STRONG TOGETHER.
CONTACT US TODAY TO BECOME A SHE MELTSTM WHOLESALE PARTNER.



PREMIUM QUALITY ❄️ DEPENDABLE SUPPLY ❄️ EXCEPTIONAL SERVICE

WHY PARTNER WITH SHE MELTS™?

**MORE THAN A SUPPLIER.
A PARTNER YOU CAN COUNT ON.**

At Ms. Erica Salt Company, we believe strong partnerships create stronger communities. When you partner with She Melts™, you gain more than premium rock salt — you gain a dedicated team focused on your success.



TOP REASONS PARTNERS CHOOSE SHE MELTS™



PREMIUM QUALITY

High purity rock salt that delivers superior melting performance and reliable results.



LOCAL INVENTORY & WAREHOUSING

Cleveland-based inventory and warehousing for fast, dependable fulfillment.



FLEXIBLE ORDERING OPTIONS

From single buckets to truckload quantities, we make ordering easy and efficient.



FAST RESPONSE & DELIVERY

Quick turnaround times and emergency delivery available when winter hits hard.



TRUSTED RELIABILITY

Count on consistent supply, on-time delivery, and exceptional customer service.



COMMUNITY FOCUSED

Proudly supporting our local economy and building safer communities across Northeast Ohio.



SHE MELTS™ WHOLESALE PARTNER PROGRAM

Our Wholesale Partner Program is designed for businesses that want to offer premium products and dependable service their customers can trust.

- ✓ Competitive wholesale pricing
- ✓ Volume discounts & tiered savings
- ✓ Consistent product availability
- ✓ Marketing support & product assets
- ✓ Dedicated account support
- ✓ Early access to new products & promotions



WE WIN WHEN YOU WIN.
Your growth is our mission.

STRONGER RELATIONSHIPS. RELIABLE SUPPLY. LASTING IMPACT.



STRONGER RELATIONSHIPS

We build lasting partnerships based on trust, respect, and results.



RELIABLE SUPPLY YOU CAN COUNT ON

We invest in inventory so you can serve your customers without worry or delay.



BACKED BY LOGISTICS YOU CAN TRUST

Through Pink Transportation, we deliver more than rock salt — we deliver peace of mind.



**TOGETHER,
WE MAKE WINTERS
SAFER FOR ALL.**

READY TO BECOME A PARTNER?

Let's build a partnership that drives growth, delivers value, and protects our communities.



consulting@mserica.com



WINTER READY. PEACE OF MIND.

BE PREPARED. STAY PROTECTED.

Winter weather is unpredictable, but your plans don't have to be. Follow this checklist to make sure you, your property, and your community are ready for whatever the season brings.



❄️ WINTER READINESS CHECKLIST ❄️



1 PREORDER EARLY

Place your orders before the rush. Early planning ensures product availability and locked-in pricing before winter demand increases.



2 STORE PROPERLY

Store rock salt in a cool, dry place off the ground and away from moisture. Proper storage keeps your product effective all season long.



3 SCHEDULE DELIVERIES

Work with our team to schedule deliveries that fit your needs. Reliable service ensures your inventory is ready when you need it most.



4 PROTECT YOUR PROPERTY

Apply She Melts[™] before ice and snow accumulate. Our premium rock salt melts ice fast and helps prevent slips and falls.



5 AVOID EMERGENCY SHORTAGES

Don't get caught unprepared. Secure your supply now to avoid last-minute shortages and higher prices during winter storms.



PRO TIPS



Treat surfaces before a storm for maximum effectiveness.



Use the right amount. A thin, even layer works best.



She Melts[™] is enhanced with minerals and is safer for pets and plants* when used as directed.



Clear heavy snow first, then apply She Melts[™] for best results.



Consistent maintenance throughout the season keeps surfaces safer.

*When used as directed. Not intended for consumption.



**PREPARE TODAY.
PROTECT TOMORROW.
STAY AHEAD ALL WINTER.**

With She Melts[™], you can face winter with confidence—knowing you're covered.



Municipalities



Property Managers



Homeowners

YOUR PARTNER FOR A SAFER WINTER



PREMIUM
QUALITY



RELIABLE
DELIVERY



LOCAL
INVENTORY



DEDICATED
SUPPORT



OUR COMMUNITY

“ Good preparation today creates a safer, stronger community tomorrow. ”

— Ms. Erica



A MESSAGE FROM OUR FOUNDER



When I began pursuing opportunities in the rock salt industry, I wasn't simply looking to win contracts—I was building a vision.

I believed there was room for a company that combined premium products, dependable logistics, and genuine relationships with the people and communities it serves.

That vision became **She MeltsTM**.

Every bucket, every bag, and every delivery represents more than winter maintenance. It represents our commitment to helping families, businesses, property managers, contractors, and municipalities prepare with confidence before the first snowfall.

As the founder of Ms. Erica Salt Company, I understand that when winter arrives, people depend on products that perform and a partner they can trust. That's why we are committed to providing premium rock salt, reliable inventory, responsive delivery, and exceptional customer service every step of the way.

Our mission extends beyond selling rock salt. We are building a brand rooted in faith, purpose, and service—a brand that protects communities, supports local businesses, and creates opportunities for future generations.

Thank you for taking the time to learn about **She MeltsTM**. We would be honored to earn your business and become your trusted winter solutions partner.

“Every delivery we make represents trust, preparation, and a commitment to the communities we serve.”

With Gratitude,
Erica Respress
FOUNDER & CEO
Ms. Erica Salt Company



OUR PROMISE TO YOU



PREMIUM QUALITY

High-purity rock salt that delivers superior melting performance and reliable results.



BUILT ON PURPOSE

A brand built on faith, integrity, and a mission to make every winter safer together.



PROTECTING COMMUNITIES

We help protect what matters most—homes, people, property, and the communities we call home.



A LEGACY OF EXCELLENCE

Committed to delivering exceptional products, service, and trust—season after season.

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Cleveland, Ohio

FOLLOW US



@bymserica

Ms. EricaTM
SALT COMPANY
BUILT ON FAITH.
DRIVEN BY PURPOSE.
FOCUSED ON YOU.



PREMIUM QUALITY • DEPENDABLE SUPPLY • EXCEPTIONAL SERVICE • STRONGER TOGETHER
BUILDING SAFER COMMUNITIES, ONE WINTER AT A TIME.



Ms. Erica
SALT COMPANY

THANK YOU FOR CONSIDERING SHE MELTS™

We appreciate the opportunity to earn your business and build a partnership that delivers value, reliability, and peace of mind all winter long.

Together, we'll keep our communities safe, accessible, and moving forward.

We're ready when you are.

OUR PARTNERSHIP PROMISE



RELIABLE SUPPLY

Consistent inventory and dependable delivery when you need it most.



PREMIUM QUALITY

High-purity rock salt that performs exceptionally in every application.



STRONG RELATIONSHIPS

We value trust, respect, and communication in every partnership we build.



SAFER COMMUNITIES

Our mission is to help you protect people, property, and peace of mind.

A MESSAGE FROM OUR FOUNDER

She Melts™ was created from my personal journey of overcoming challenges and turning purpose into impact. I know what it means to fight for your future, protect what matters most, and build something that leaves a legacy.

My promise to you is simple:

- ✓ Provide premium products you can trust.
- ✓ Deliver service that exceeds expectations.
- ✓ Build lasting partnerships that strengthen our communities.

Thank you for allowing Ms. Erica Salt Company to be part of your winter solution.

Together, let's make every winter safer.

With gratitude,

— Ms. Erica
FOUNDER & CEO



LET'S WORK
TOGETHER.

WE'RE READY
WHEN YOU ARE.



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Cleveland, Ohio

FOLLOW US



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WBE
CERTIFIED



MBE
CERTIFIED



DBE
PENDING



SAM.GOV
REGISTERED



LOCALLY OWNED
& OPERATED



PROTECTING COMMUNITIES. DELIVERING CONFIDENCE. BUILDING LEGACY.



Ms. EricaTM
SALT COMPANY

OUR PROMISE.

At Ms. Erica Salt Company, we are committed to delivering more than premium rock salt. We are committed to reliability, preparation, and protecting the communities we proudly serve.

Whether you need one bucket or a truckload, our promise remains the same:



PREMIUM QUALITY.

High-purity rock salt that performs exceptionally and delivers results you can trust.



DEPENDABLE DELIVERY.

Reliable logistics and on-time service when and where you need it most.



TRUSTED PARTNERSHIPS.

Strong relationships built on trust, transparency, and a shared commitment to your success.



EXCEPTIONAL SERVICE.

A dedicated team ready to support you before, during, and after every storm.



PROTECTING COMMUNITIES.
DELIVERING CONFIDENCE.
BUILDING LEGACY.



MUNICIPALITIES

Supporting safer roads, sidewalks, and public spaces all winter long.



PROPERTY MANAGERS

Reliable solutions that protect tenants, assets, and peace of mind.



CONTRACTORS

Dependable supply for every project, big or small.



SCHOOLS & UNIVERSITIES

Helping keep students, staff, and campuses safe through every season.



HOSPITALS & FACILITIES

Essential protection when safety and access matter most.

When winter arrives, *we'll be ready.* Will you?

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SALT COMPANY
— mserica.com —

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 consulting@mserica.com
 Cleveland, Ohio

BUILT ON FAITH.
DRIVEN BY PURPOSE.
FOCUSED ON YOU.

❄️ PREMIUM QUALITY ❄️ DEPENDABLE SUPPLY ❄️ EXCEPTIONAL SERVICE ❄️ STRONGER TOGETHER

BUILDING SAFER COMMUNITIES, ONE WINTER AT A TIME.