



MAG out-performs other ice melters. It melts ice effectively at temperatures as low as -13°F (-25°C) – considerably below most other products. And it works fast. In tests at 21°F, within 15 minutes of application MAG melted twice as much ice as rock salt (halite).

MAG As An Ice Melter

	Magnesium Chloride	Calcium Chloride	Sodium Chloride
Ice Melting Effectiveness at 21°F ¹			
After 15 minutes	27g	30g	12g
After 60 minutes	36g	38g	32g
Residue	Clear Liquid	Oily-like Film	Dry White Powder
Corrosion - Aluminum ²	0.375	3.0	1.5
Corrosion - Tin ³	2.1	13.9	17.9
Range of Effective Melting Temperatures	-13°F	-25°F	+20°F

Notes:

- Results of ice melting tests performed by Swedish VTI. 10 grams of ice melter were spread evenly on an icy surface. After specified period of time, melted water was drained and measured.
- Exposed to a 150 g/l brine for 22 days by Kali Forchungs Institute (Germany).
- Exposed to a 150 g/l brine (160 g/l brine for MAG) for 120 days by Kali Forchungs Institute.



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THE HIGH PERFORMANCE ICE MELTER

SAFER

FOR PEOPLE,

PETS, CONCRETE,

AND THE

ENVIRONMENT

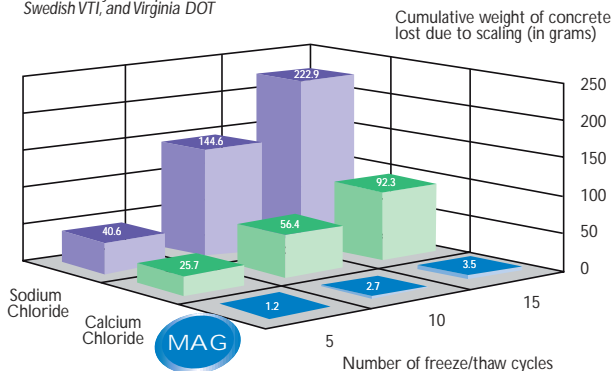
MAG

MAG[®] IS SAFER On Concrete

Safer for concrete. The use of most ice melters sometimes results in damage to concrete sidewalks and driveways. Thus, when choosing or recommending an ice melter, keep this in mind: Independent tests conducted by the National Research Council's Strategic Highway Research Program (SHRP) show that Calcium Chloride caused 26 times more chipping and scaling than MAG. Sodium Chloride (rock salt) caused 63 times more chipping and scaling. Two additional independent tests by the Virginia Department of Transportation and the Swedish VTI confirm SHRP's findings that MAG is significantly safer on concrete.

Concrete Spalling Comparison

Confirmed by 3 independent studies: SHRP, Swedish VTI, and Virginia DOT



MAG[®] IS SAFER For People and Pets

Peace of mind for parents and workers. Safety, whether at home or at the workplace is a critical issue. MAG's very low toxicity (almost three times less toxic than common table salt and eight times less toxic than calcium chloride) makes it much safer to use around the home and workplace. And, unlike some ice melters, MAG won't burn or irritate the skin.

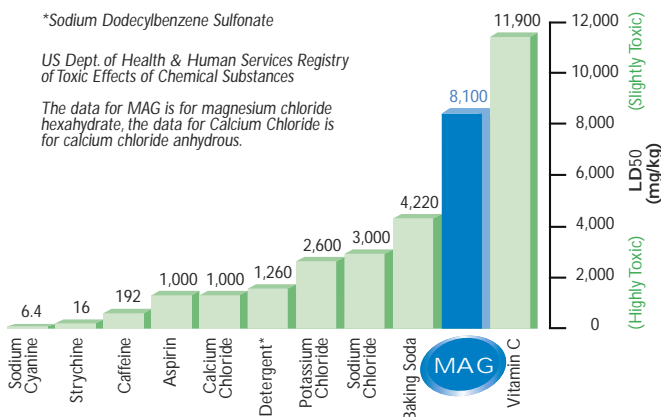
Peace of mind for pet owners. Wintry weather won't keep dogs or cats inside. With MAG, there's less worry about pets licking their paws when they return from a walk. MAG is actually used in farm feedstocks as a mineral supplement.

Toxicity of Common Chemicals

*Sodium Dodecylbenzene Sulfonate

US Dept. of Health & Human Services Registry of Toxic Effects of Chemical Substances

The data for MAG is for magnesium chloride hexahydrate, the data for Calcium Chloride is for calcium chloride anhydrous.



MAG[®] IS SAFER For The Environment

Kinder to the environment. Each spring, the runoff from melting ice and snow dumps harmful chlorides into lakes, rivers and reservoirs. When you use MAG, you reduce the chloride contamination in surface waters – because environmentally friendly MAG contains at least one-third less chlorides than either calcium chloride or sodium chloride.

Safer for plants. Winter is hard enough on plants and shrubs without the added damage caused by some ice melters. Using MAG as directed keeps green areas healthier. Magnesium is a common ingredient in most fertilizers.

Safer indoors, too. MAG won't leave a powder residue on household surfaces like floors and carpets unlike most other ice melters.

Available Chloride Content

