MAG®

Powerful Performance that is Naturally Safer for Pets, People and the Environment



www.mag-icemelt.com

MAG® MAG®

MAG® OUT-PERFORMS OTHER ICE MELTERS

MAG® melts ice effectively at temperatures as low as -13° F (-25C°) — 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® is the proven professional-grade snow and ice melter that delivers safe surfaces for commercial and residential building owners and facilities managers.

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 Liquid Film	Dry White Powder
Corrosion – Aluminum (mils/year)[2]	0.375	3.0	1.5
Corrosion – Tin[3]	2.1	13.9	17.9
Effective Melting Temperatures	-13°F	-25°F	+20°F

Notes:

1. 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.
2. Exposed to a 150 g/l brine for 22 days by Kali Forchungs Institute (Germany).
3. Exposed to a 150 g/l brine (160 g/l brine for MAG) for 120 days by Kali Forchungs Institute.

www.mag-icemelt.com

© 2013 Dead Sea Works



The High Performance Ice Melter



TOTAL ICE CONTROL

NATURALLY PET FRIENDLY

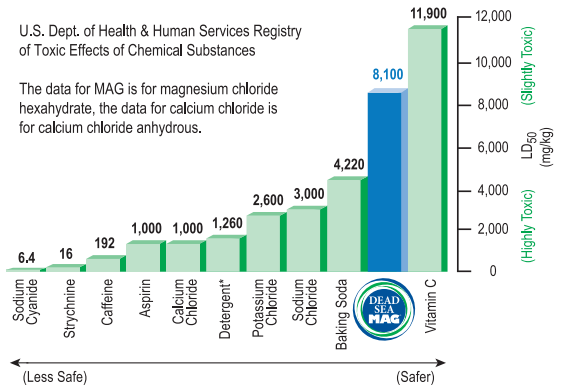
MAG® is pure and natural Magnesium Chloride.

MAG® is 100% natural, clean, effective, and safer when compared to common de-icers.

MAG® is nearly three times less toxic than common table salt and eight times less toxic than calcium chloride. With **MAG®,** there's less worry about pets licking their paws when they return from a walk.

In fact, a form of Magnesium Chloride is used in farm feedstock as a mineral supplement.

Toxicity of Common Chemicals



**Sodium Dodecylbenzene Sulfonate*

As shown by the data, MAG® is less toxic than baking soda and table salt, chemicals we ingest on a daily basis. When compared to other ice melting chemicals, MAG® is much less toxic and much safer to use around animals, pets and humans.

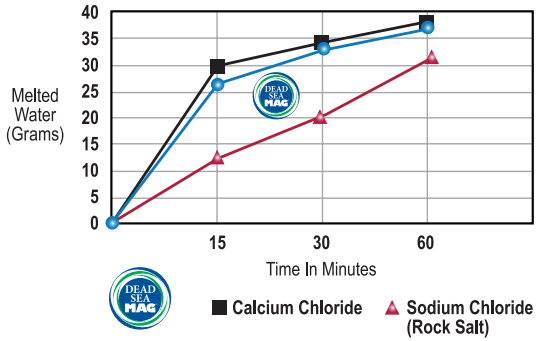
HIGH PERFORMANCE ICE MELTER

MAG® is the best total ice melter available - it is proven more effective, environmentally safer and less damaging than other common ice melters.

Ice melting performance is measured not only by the speed of the melting action but also by the quantity of brine produced per unit of ice melter used.

MAG® freezes (a 22% solution) at -27°F(-33°C) and melts effectively down to -13°F (-25°C) - well below most other ice melters.

Ice Melting Performance



The tests were performed by the Swedish VTI by spreading 10 grams of each ice melter evenly over an icy surface at +21˚F.

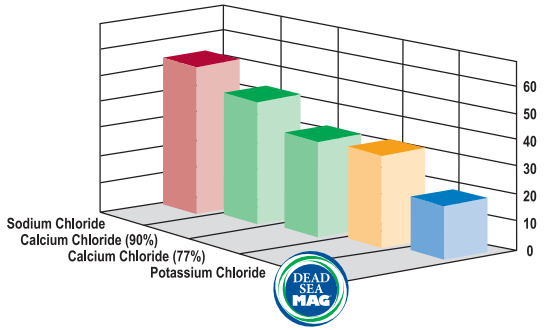
THE DEAD SEA DIFFERENCE

MAG® is extracted from the Dead Sea by the natural evaporation of seawater and a simple refinement process, making it your naturally safer choice for total ice control.

This extraordinary mineral composition makes the Dead Sea waters therapeutic and a popular choice for vacationers**.**

The concentration of magnesium chloride in the southern portion of the Dead Sea is as high as 20%.

Available Chloride Content



www.mag-icemelt.com

© 2013 Dead Sea Works