

MAG**MAG[®] MAG[®]****As An Ice Melter**

	Magnesium Chloride	Calcium Chloride	Sodium Chloride
Ice Melting Effectiveness at 21°F			
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) ¹	0.375	3.0	1.5
Corrosion - Tin ¹	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 Kall Forchungs Institute (Germany).
3. Exposed to a 150 g/l brine (160 g/l brine for MAG) for 120 days by Kall Forchungs Institute.

**MAG[®] OUT- PERFORMS OTHER ICE MELTERS**

MAG[®] 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[®] is the proven professional-grade snow and ice Melter that delivers safe surfaces for commercial and residential building owners and facilities managers.

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Imperial Brady

Pet Friendly

Naturally Pet Friendly



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.

Here's Why:

MAG[®] is 100% natural, pure magnesium chloride -- extracted from the mineral-rich waters of the Dead Sea. For thousands of years, the Dead Sea has attracted visitors from around the globe as one of the world's first health resorts.

MAG[®] is much safer than other popular ice melting chemicals because of its very low toxicity, based on data provided by the U.S. Department of Health and Human Services. In fact, MAG[®] is used in farm feedstock as a mineral supplement.

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