MAGI-MELT

ICE MELTING COMPOUND

Stop Accidents

BEFORE

They Happen!

MAGI-MELT

ICE MELTING COMPOUND

- **The Most Active Ingredient**
- **The Science**
- **More Than Just A Shape**
- **A Little Goes A Long Way**

The Most Active Ingredient

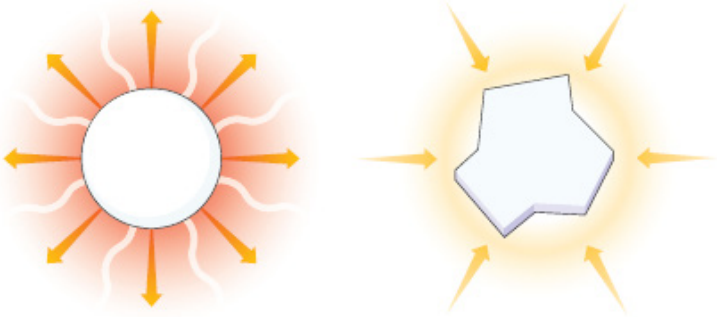
Magi-Melt is designed to have one of the highest concentrations of Calcium Chloride available in an ice melting product today. Calcium Chloride is designed to work at temperatures and in conditions where other ice melting products fail. Magi-Melt will begin performing faster and at lower temperatures than the competition. Read on to see why banks, churches, housing authorities, commercial, residential, multi-family housing units, hospitals and schools rely on the performance only found in Magi-Melt.

Product	Relative Ice-Melting Speed	Lowest Practical Effective Temperature	Melt Volume[1] (ml/g deicer)	Ice Penetration[1] (mm/mg deicer)
MAGI-MELT ICE MELTING COMPOUND	**Fastest Acting deicer at all temps**	**-25°F (-32°C)**	**3.1**	**0.55**
Rock Salt	Noticeably slower than MAGI-MELT	+20°F (-7°C)	1.6	0.33
Magnesium Chloride Pellets	Noticeably slower than MAGI-MELT	0°F (-18°C)	1.2	0.30
Potassium Chloride	Slower than MAGI-MELT, Rock Salt, and Magnesium Chloride	+25°F (-4°C)	0.4	0.21
Calcium Magnesium Acetate	Least cost effective, and second slowest deicer	+20°F (-7°C)	0.2	0.04

(1) At 20°F (-7°C) for 20 minutes.

The Science

The anhydrous ingredients in Magi-Melt make it a very unique product. It draws moisture from the air to generate heat. This heat is longer lasting and reaches a much higher temperature than competing products. This rare ability to generate its own heat from moisture allows Magi-Melt to work faster and in temperatures other products cannot work within.



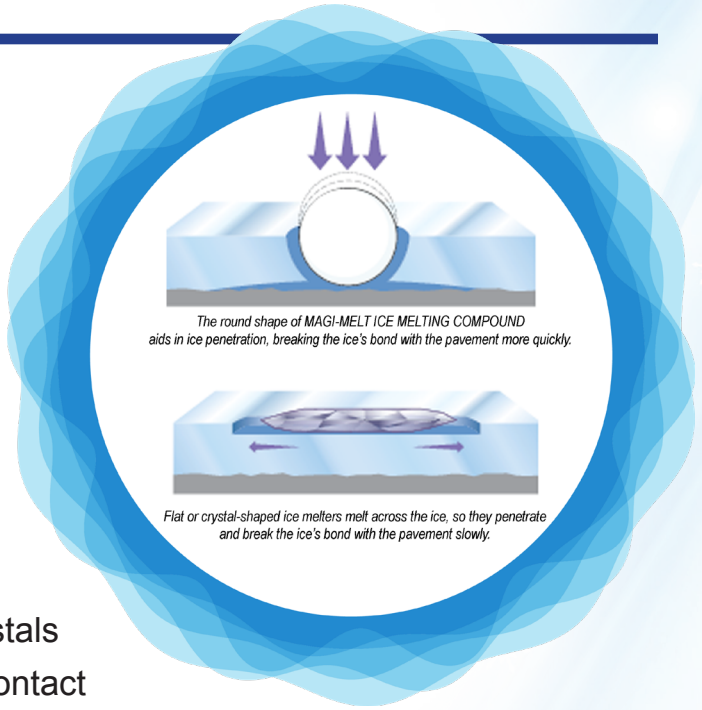
MAGI-MELT generates its own heat from the reaction that creates brine.

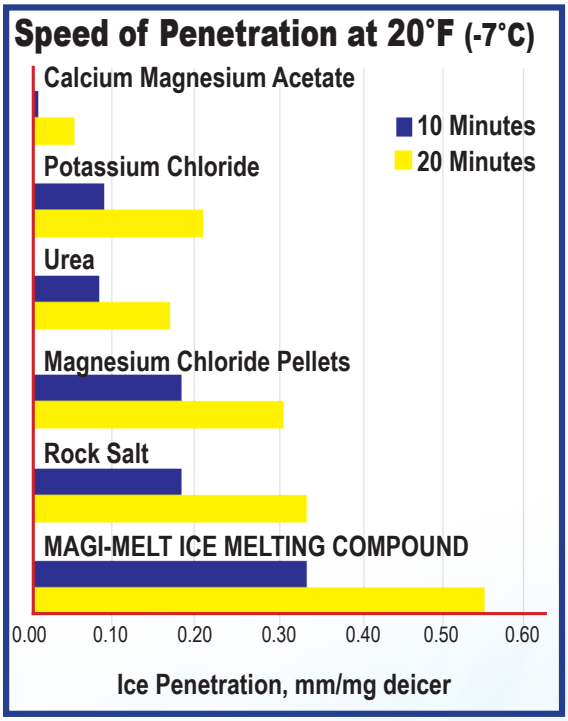
Other materials only draw heat from outside sources.

When conducting a melt-volume comparison at 5°F, Magi-Melt reveals just how much more effective it is at melting snow and ice than other ice melting materials. Magnesium Chloride and Rock Salt become ineffective close to 0°F, whereas Magi-Melt continues all the way down to -25°F. This is the lowest effective temperature available in an ice melting solution.

More Than Just a Shape

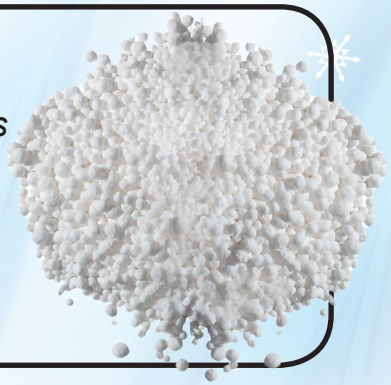
Magi-Melt is round and consists of different sized pellets. The different sized pellets allow it to continue working where other products have failed. Its round shape gives Magi-Melt the ability to really penetrate the area where it is spread. Once maximum penetration through the ice and snow is achieved, a brine will form allowing the Magi-Melt to heat the brine water and cover a larger surface area.

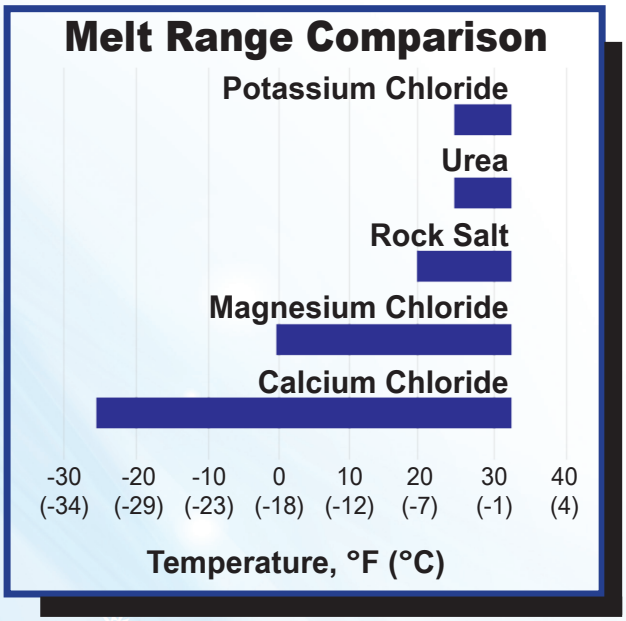




Flakes and crystals have a larger contact surface, meaning they are consumed quicker. They penetrate less and spread out faster. This causes a faster refreeze when using these inferior products.

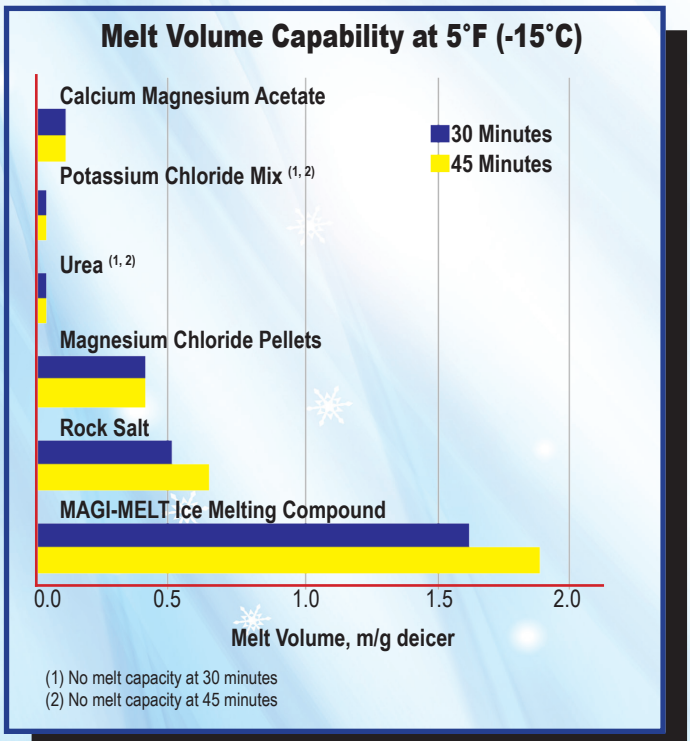
MAGI-MELT is developed in pellet form, and generates its own heat when it encounters snow and ice. Its melting action is speedy, effective, and thorough. With an active cycle down to -59°F, it is ideal to use where hazardous ice and snow threaten one's safety.





A Little Goes a Long Way

Typically, 2-4 ounces per square yard is all that is needed. It can be applied through broadcast spreading, hand sprinkled, shovel, or simply pouring it out of the pail. It can be applied to sidewalks, breezeways, driveways, steps, patios, porches, or anywhere there is concrete surface that has snow or ice buildup. The non-transferable pellets are ideal around flowerbeds. And, Calcium Chloride is less destructive than other salt-based deicers. This results in less damage to the concrete with Magi-Melt.



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SPECIFICATIONS

MAGI-MELT

Product Code #3165

HYDRATION DETERMINATION (25% Solution)	
50°F Rise in Temperature	
MELTING ABILITY	Melt Ice in Freezer
Active Ingredients	Anhydrous Calcium Chloride
Appearance	White Pellets
Odor	None
Bulk Density	51-57 lbs/cu ft
Sieve Analysis	0% > #4 Sieve 0-20% > #8 Sieve 90-100% > #20 Sieve 96-100% > #30 Sieve

NOTE: MAGI-MELT attracts moisture from the air. Keep container tightly sealed after each use and in safe, dry area out of reach of children. MAGI-MELT has been used freely on most paved surfaces without fear of damage for many years. However, cement and concrete surfaces which have not been properly constructed or have not aged sufficiently may have the tendency to scale and spall. Because we have no control over these factors, the use of MAGI-MELT on these surfaces is at customers risk. MAGI-MELT may slightly brown grass at the edge of concrete areas due to drain-off, but grass should become normal again with warm weather. Will not harm shrubs and trees unless they are in low-lying areas where drain off is allowed to stand for a great length of time.

To avoid pitting of some concrete areas, sweep clean or flush material as soon as weather permits.

Safety and Handling:

For brief contact, no precautions other than clean body-covering clothing should be needed. Selection of specific items such as goggles, gloves, and apron recommended on operation. Eye/face protection is reommended for dusty operations or when handling solutions.

Rubber boots and gloves are recommended, due to the adverse effect of calcium chloride on leather.

Calcium chloride generates a great deal of heat when it is dissolved. Use cool (less than 80°F/26°C) water when making solutions.

See Material Safety Data Sheet (MSDS) for handling information.

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