Advantages of Magic Salt vs. Rock Salt

- **SAVES MONEY, TIME AND LABOR:** Rock salt applications are reduced by 30% to 50%, and the need for sand on pavement is eliminated.

- **WORKING TEMPERATURE OF −35°F:** Regular rock salt is ineffective below 18°F. This is a net 53 degree gain in working temperature, similar to calcium chloride, without the adverse effects.

- **LESS CORROSIVE:** Unlike plain rock salt or calcium chloride independent tests show Magic Salt buffers the corrosive nature of rock salt by 80-85%. It will reduce damage to steel doors, thresholds, equipment, carpets, flooring and concrete. In fact, Magic-0° acts as a rust inhibitor!

- **ENVIRONMENTALLY FRIENDLY:** Liquid Magic-0° is biodegradable. Magic Salt releases far less chlorides into the environment than plain rock salt or calcium chloride. Magic is safe around vegetation, people, pets and equipment. The first de-icing product to receive the coveted Design for the Environment (DfE) recognition for the U.S. Environmental protection Agency (EPA).

- **ECONOMICALLY SUPERIOR:** Because it works faster and lasts longer, less Magic Salt is required to displace an equal amount of ice or snow than with any other ice-melter….at any price. Because of its residual effect, snow and ice will not bond to the pavement. Black ice is virtually eliminated.

- **BENEFICIAL FOR YOUR HEALTH:** Reduces dust clouds associated with the use of untreated rock salt.

- **WON’T CLUMP OR FREEZE:** Saving your spreaders from damage and eliminating unusable bags commonly associated with frozen or hard bags of rock salt.

- **NO SHELF LIFE:** Magic Salt never loses its effectiveness to de-ice no matter how long it is stored.

- **NO VISIBLE RESIDUE:** When applied correctly, there will be no messy white salt residue.

- **BROWN COLOR:** Magic Salt is brown, which means that employees can see material being applied.

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White Rock Salt       Magic Salt