

DfE Designation. Environmentally Friendly.

A treated salt that makes snow and ice disappear faster and safer than ever!

Magic Salt®



Product Overview

Magic Salt® starts out as ordinary rock salt and is treated with an EPA "Design for the Environment Award Winning" liquid; an agricultural based performance enhancer, blended with magnesium chloride. When this environmentally friendly liquid which has more positive health and environmental characteristics than conventional de-icers bonds with rock salt, the corrosive nature of the rock salt is diminished - making *Magic Salt*® safer for machinery, concrete, pavement, people, pets and plants.

Product Features

- Environmentally Friendly - *Magic Salt*® releases far less sodium and chloride ions into the environment than either plain rock salt or calcium chloride.
- Beneficial to Your Health - Reduces dust clouds associated with the use of untreated salt.
- Save Time, Money and Labor - *Magic Salt*® has a veneer of viscous material enabling it to adhere better to roads and walkways reducing bounce and scatter, and providing better traction. *Magic Salt*® won't leave behind a stone or sand residue, making spring cleanup simple.
- Economically Superior - Since it works better and lasts longer, less *Magic Salt*® is required to displace an equal amount of ice or snow than any other commonly used ice melter.
- Improved Working Temperatures (-22°F or -30°C) - Works better at lower temperatures.
- Corrosion Protection - Use of *Magic Salt*® reduces the corrosive nature of rock salt, thereby protecting your valuable equipment.
- Won't Cake or Clump - Magic liquid prevents the salt from freezing and acts as an anti-caking agent, hence avoiding the caking or clumping issue associated with rock salt - saving your spreader from damage.



READY WHEN NATURE STRIKES. GUARANTEED.



Product Application

For driveways and walkways, use 1/4 to 1/3 cup per square yard. Melting will begin immediately and continue longer than other regular rock salt products. Shovel off slush and re-apply if needed. For best results, remove all loose snow and slush from driveways, steps and walkways. Spread a generous amount in the path of traction wheels to get out of slick parking areas.

For highway use, reduce conventional dry salt application rates by 20-40%.

Magic Salt® never loses its ability to de-ice no matter how long it is stored.



The first high performance liquid de-icing product to receive the coveted Design for the Environment (DfE) recognition from the U.S. Environmental Protection Agency (EPA)

Proud Recipients of



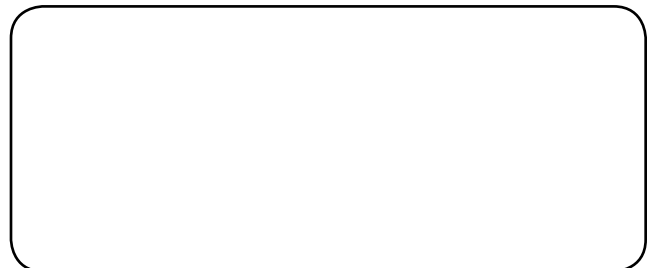
Recognized for Safer Chemistry
www.epa.gov/dfe



Available in 50lb (22.6kg) bags, 25lb (11.3kg) bags and bulk.

This product is (or includes) a patented product of Sears Ecological Applications Co., LLC and is manufactured under one or more U.S. Patents, including U.S. Patent No. 6,299,793 and related patents.

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