



# MAG<sup>®</sup>

the **Premium Ice Melter**



**MAG<sup>®</sup> is safer for use around animals and humans**



**MAG<sup>®</sup> is safer around vegetation**



**MAG<sup>®</sup> corrodes metal surfaces less**

**MAG<sup>®</sup> is less irritating to the skin**



**MAG<sup>®</sup> is safer on concrete**

**MAG<sup>®</sup> is environmentally friendlier**



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[www.centralsalt.com](http://www.centralsalt.com)

# MAG<sup>®</sup> THE HIGH PERFORMANCE ICE MELTER

Safer for People, Pets, Concrete and the Environment



## MAG<sup>®</sup> is safer for use around animals and humans.

MAG is much less toxic than Calcium Chloride, Potassium Chloride and Sodium Chloride based on data provided by the U.S. Department of Health and Human Services. In fact, a form of MAG is used as a mineral supplement in some farm animal feedstocks.



## MAG<sup>®</sup> is less irritating to the skin.

MAG, unlike Calcium Chloride, is not noticeably exothermic (generates heat) when it first comes in contact with moisture. Magnesium Chloride is unlikely to irritate the skin or burn the skin when it contacts moist skin surfaces.



## MAG<sup>®</sup> is safer around vegetation.

When used as directed, MAG is safer to use around plants and bushes. In fact, Magnesium Chloride is used as an ingredient in some fertilizers.



## MAG<sup>®</sup> is safer on concrete.

Tests by the Strategic Highway Research Program, Washington D.C., using 3% solutions (representative dilution of ice melting brines) show that Calcium Chloride caused 26 times and Sodium Chloride caused 63 times the amount of concrete spalling than MAG.



## MAG<sup>®</sup> corrodes metal surfaces less.

Tests show MAG to be significantly less corrosive than Calcium Chloride and Sodium Chloride on steel, tin and aluminum.



## MAG<sup>®</sup> is environmentally friendlier.

The application of MAG results in significantly less chloride runoff and pollution than Potassium Chloride, Calcium Chloride and Sodium Chloride.

On a pound for pound basis, MAG contains, approximately,

**22%** less chloride than Potassium Chloride

**29%** less chloride than Calcium Chloride (**77%**)

**39%** less chloride than Calcium Chloride (**90%**)

**43%** less chloride than Sodium Chloride

while still maintaining its high performance level.

**Application Rate - 3 oz evenly per Square Yard.**

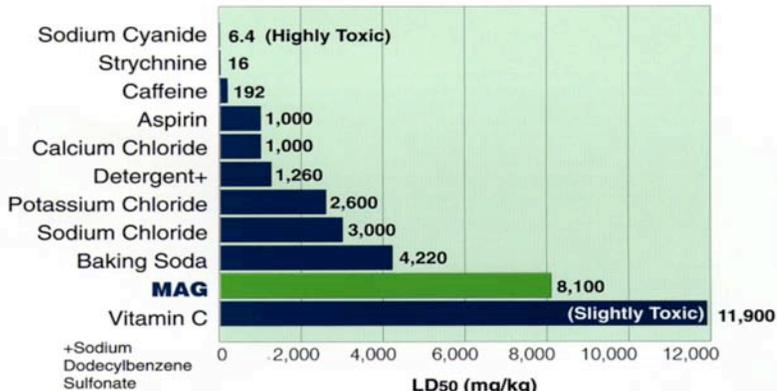
**Effective to -13° F**

**50 lb Bags - 48 Bags / Pallet - 18 Pallets / TL - 864 Bags / TL**

### MAG is Much LESS Toxic Than Salt & Calcium Chloride

Accidental ingestion by pets, animals and children is a concern to all of us. MAG is much safer than all other popular ice melting chemicals because of its very low toxicity. The following is a chart of common chemical substances (and a few not so common) and their LD<sub>50</sub> (Lethal Dose 50%) levels.

#### TOXICITY OF COMMON CHEMICALS



### MAG is Less Damaging to Concrete Than Calcium Chloride and Sodium Chloride

