

NEW!

THE POWER OF PELLETS

THE PERFORMANCE OF

MAG[®]

TOTAL ICE CONTROL - WITH THE POWER OF PELLETS

The boring power of new **MAG** pellets means *even faster, more effective* ice melting as safe and kind to the environment as familiar **MAG** flakes.

MAG is magnesium chloride, which melts effectively down to -13°F , (-25°C), well below common ice melters. Plus, tests have shown 26 times less concrete spalling with **MAG** than with other common ice melters.*

With a chloride content lower than competitive products by at least a third, **MAG** pellets are safer for vegetation, plants, pets, and people. Not only is **MAG** less corrosive than other ice melters, it's less toxic** than even baking soda and common table salt!

To learn more about new **MAG** pellets call 212-697-4994, or fax 212-599-2778.

**ICE MELTING
PELLETS**

SAFER FOR THE ENVIRONMENT

- Starts Working Immediately
- Melts More Ice at Lower Temperatures
- Leaves NO Residue
- Less Damaging to Concrete
- Safer to Use

(Magnesium Chloride)



MAG... TOTAL ICE CONTROL NOW IN PELLETS!

© 1996 Dead Sea Works

MAG is a product of Dead Sea Works, a recipient of an ISO 9002 quality certificate and a worldwide manufacturer and distributor of chemical products.

* U.S. Dept. of Transportation Strategic Highway Research Program.

** U.S. Dept. of Health and Human Services Registry of Toxic Effects of Chemical Substances.

MAG® THE HIGH PERFORMANCE ICE MELTER

Safer for People, Pets, Concrete and the Environment

MAG® 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® corrodes metal surfaces less. Tests show MAG to be significantly less corrosive than calcium chloride and sodium chloride on steel, tin and aluminum.

MAG® 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® 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® 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® is environmentally friendlier. On a pound for pound basis, MAG contains approximately 22%, 29%, 39%, and 43% less chlorides than potassium chloride, calcium chloride (77%), calcium chloride (90%) and sodium chloride respectively, while still maintaining its high performance level. The application of MAG results in significantly less chloride runoff and pollution than potassium chloride, calcium chloride and sodium chloride.

Comparison of Practical & Eutectic Melting Points of Selected Ice Melter Chemicals

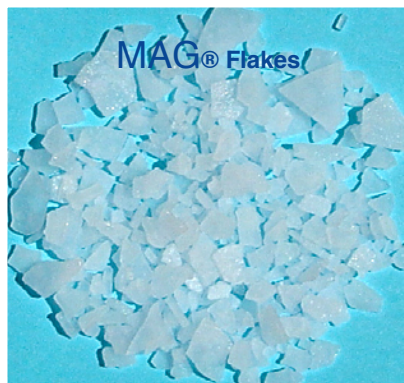
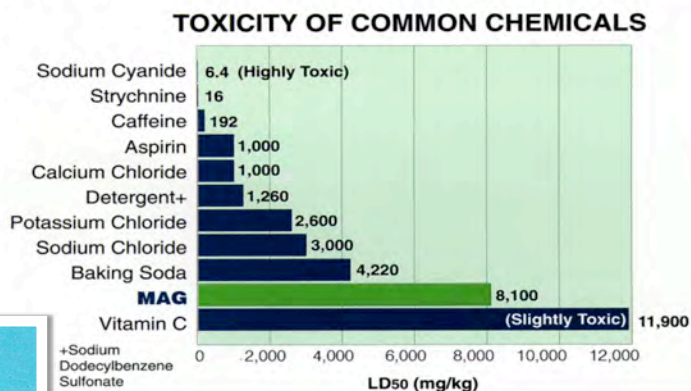
Ice Melter	Eutectic Temp	Practical Temp
Calcium Chloride	-59	-25
MAG	-27	-13
Rock Salt (Halite)	-6	+20
Urea	+11	+25
Potassium Chloride	+12	+25
Calcium Magnesium Acetate	-3.75	+25

Data obtained from literature, labeling and known scientific data

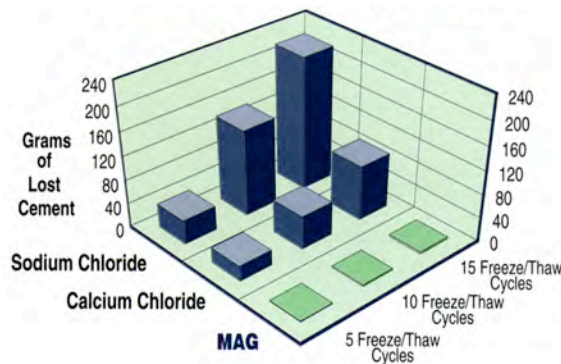
© 1996 Dead Sea Works Ltd

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 LD₅₀ (Lethal Dose 50%) levels.



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



MAG Is Less Damaging to Concrete Than Calcium Chloride and Sodium Chloride

Distribution Center Located in Baltimore, MD & Carteret, NJ