

Magic Salt

Magic Salt is a highly effective ice melting product. It is highly effective down to -30°. Snow will "burn off" with no plowing. Magic Salt works faster and lasts longer, saving you up to 30%-50% in salt use. Magic Salt is less corrosive, biodegradable and environmentally friendly. See why everyone is talking about Magic Salt!

What is Magic Salt™?

Magic Salt is safer to use on concrete, is less corrosive, may not harm curbside grassed areas or plants, and continues to melt ice to below -35F° if used as directed.

Magic Salt starts out as ordinary rock salt, which is then treated with a liquid, agricultural by-product of the distilling process blended with magnesium chloride. This patented liquid is trademarked as Magic Minus Zero and dramatically transforms rock salt into a new de-icing material.

Magic Minus Zero is a highly effective de-icing agent made from a patented blend of magnesium chloride and condensed distiller solubles. It is non-toxic, bio-degradable and has a corrosion index lower than distilled water.

The benefits and results of treating your salt stockpiles or your sand/salt stockpiles with Magic Minus Zero are amazing!

Features and Benefits of Magic Salt™

Magic Salt is regular rock salt that has been treated with the liquid Magic Minus Zero at a rate of 8 gallons per ton of rock salt.

With a simple motorized pump and tank system, Magic Minus Zero is easily applied to bulk rock salt stockpiles, to transform this corrosive, potentially destructive and inefficient material into Magic Salt.

Magic Salt is a highly effective ice melting product which is less corrosive, safe for concrete and brick and environmentally friendly.

Here is a list of Magic Salt features and benefits:

- Magic Salt is economically superior. Because it works better 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.
- Rock salt applications are reduced by 30% to 50%
- The need for sand in most circumstances is virtually eliminated.

- Magic Salt works faster and lasts longer at much lower temperatures than ordinary rock salt.
- Magic Salt has a working temperature of -35°F, whereas 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.
- Because of its residual effect, snow and ice will not bond to the pavement. Black ice is virtually eliminated.
- Magic Salt is less corrosive. Unlike plain rock salt or calcium chloride, independent tests show Magic Salt to be completely less corrosive.
- Magic Salt will not damage steel doors, thresholds, equipment, carpets, flooring or concrete. In fact, it neutralizes rust!
- Magic Salt will not cause concrete to split or any paved surface to degrade in any way.
- Unlike calcium chloride and ordinary rock salt, Magic Salt leaves no visible residue.
- Unlike calcium chloride and ordinary rock salt, Magic Salt is safe for people to handle.
- Magic Salt is environmentally friendly, releasing far less chlorides into the environment than either plain rock salt or calcium chloride.

Features and Benefits for Snow Removal Contractors

General Usage

Use of Magic Salt exclusively (i.e. sand is ordinarily not required or necessary) results in substantial reduction of the volume of material required for de-icing applications.

- Twice as much ordinary rock salt is required to produce the same effects.
- Three times (or more) as much sand/salt (60/40) mix is required to equal Magic Salt.

These major reductions in material volume obviously more than compensate for the premium price Magic Salt commands.

- Bulk Magic Salt prices are typically 30% to 40% more than ordinary rock salt, although only half as much is required.
- Bulk Magic Salt usually costs about twice as much as a decent sand/salt mix, but only one third as much is needed to produce the same effect.