



Provided By Ninja De-Icer

920-430-0617

MAG[®]

The High Performance Ice Melter

Naturally 
Pet Friendly



PURE MAGNESIUM CHLORIDE

MAG Total Ice control is as old as the Dead Sea.

MAG means powerful performance that is naturally safer for pets and people.

MAG incorporates the natural benefits of the Dead Sea's life giving minerals



Call: 920-430-0617

Website: ninjadeicer.com

MAG® OUT-PERFORMS OTHER ICE MELTERS

MAG® melts ice effectively at temperatures as low as -13°F (-25°C) — considerably below most other products.

And it works fast. In tests at +21°F, within 15 minutes of application **MAG® melted twice as much ice as rock salt (halite).**

MAG® is the proven professional-grade snow and ice melter that delivers safe surfaces for commercial and residential building owners and facilities managers.

As An Ice Melter

| | Magnesium Chloride | Calcium Chloride | Sodium Chloride |
|--|--------------------|-----------------------|------------------|
| Ice Melting Effectiveness at 21°F ¹ | | | |
| After 15 minutes | 27g | 30g | 12g |
| After 60 minutes | 36g | 38g | 32g |
| Residue | Clear Liquid | Oily-Like Liquid Film | Dry White Powder |
| Corrosion – Aluminum (mils/year) ² | 0.375 | 3.0 | 1.5 |
| Corrosion – Tin ³ | 2.1 | 13.9 | 17.9 |
| Effective Melting Temperatures | -13°F | -25°F | +20°F |

Notes:

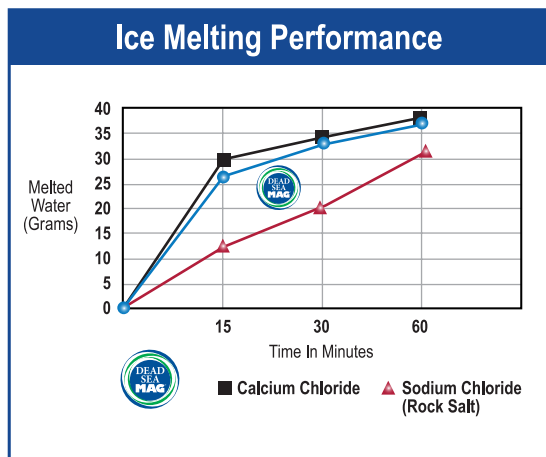
- Results of ice melting tests performed by Swedish VTI. 10 grams of ice melter were spread evenly on an icy surface. After specified period of time, melted water was drained and measured.
- Exposed to a 150 g/l brine for 22 days by Kali Forchungs Institute (Germany).
- Exposed to a 150 g/l brine (160 g/l brine for MAG) for 120 days by Kali Forchungs Institute.

HIGH PERFORMANCE ICE MELTER

MAG® is the best total ice melter available - it is proven more effective, environmentally safer and less damaging than other common ice melters.

Ice melting performance is measured not only by the speed of the melting action but also by the quantity of brine produced per unit of ice melter used.

MAG® freezes (a 22% solution) at -27°F(-33°C) and melts effectively down to -13°F (-25°C) - well below most other ice melters.



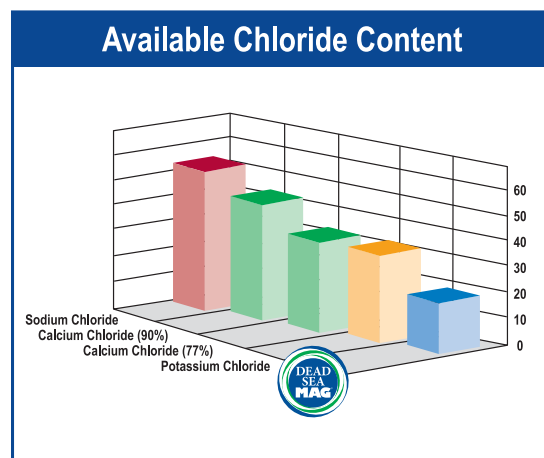
The tests were performed by the Swedish VTI by spreading 10 grams of each ice melter evenly over an icy surface at +21°F.

THE DEAD SEA DIFFERENCE

MAG® is extracted from the Dead Sea by the natural evaporation of seawater and a simple refinement process, making it your naturally safer choice for total ice control.

This extraordinary mineral composition makes the Dead Sea waters therapeutic and a popular choice for vacationers.

The concentration of magnesium chloride in the southern portion of the Dead Sea is as high as 20%.



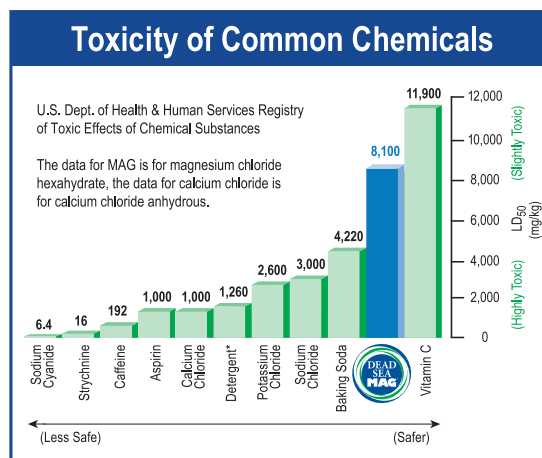
NATURALLY PET FRIENDLY

MAG® is pure and natural Magnesium Chloride.

MAG® is 100% natural, clean, effective, and safer when compared to common de-icers.

MAG® is nearly three times less toxic than common table salt and eight times less toxic than calcium chloride. With **MAG®**, there's less worry about pets licking their paws when they return from a walk.

In fact, a form of Magnesium Chloride is used in farm feedstock as a mineral supplement.



As shown by the data, **MAG®** is less toxic than baking soda and table salt, chemicals we ingest on a daily basis. When compared to other ice melting chemicals, **MAG®** is much less toxic and much safer to use around animals, pets and humans.

Melt Ice Faster With...

DEAD SEA MAG



Chemical Composition:

MAGNESIUM CHLORIDE

Effective to: -13°F

Color: *White*

Bag: *50lbs*

Shipping: *48 bags per pallet, 18 pallets per truckload*

Dead Sea Mag is naturally harvested straight from the Dead Sea. It features spherical magnesium pellets, which allow the product to disperse evenly through hoppers. The unique pellet shape can be advantageous due to its ability to “bore” into the snow and ice thereby creating a melted layer underneath, which allows the top-level snow and ice to slough away

Magnesium chloride is safe for concrete, people, pets, and the environment; it's 3 times less toxic than conventional table salt!

ORDER NOW