

Ice B' Gone Magic vs. Regular Rock Salt

- **SAVES MONEY, TIME AND LABOR:** Applying Ice B' Gone Magic treated salt will reduce the volume of de-icing material needed to maintain favorable conditions by a minimum of 30% to 50%. Additionally, fewer re-applications will be needed due to common refreeze associated with the use of plain rock salt. You will experience running water in your lots, roadways and walkways while the temperatures are well below zero.
- **WORKING TEMPERATURE OF -35°F:** Ice B' Gone Magic treated salt will consistently work to much lower temperatures for prolonged periods of time by reducing the freezing point of water. Rock Salt is only chemically able to work to 18° above zero. Ice B' Gone Magic will consistently work down to -35° below zero without the need for sunlight or friction.
- **LESS CORROSIVE:** Through the use of Ice B' Gone Magic treated salt there is an 85% reduction the corrosive nature of the salt. This reduction in turn will dramatically reduce the damage to steel doors, thresholds, equipment, carpets, flooring and concrete commonly associated with the use of regular rock salt.
- **ENVIRONMENTALLY FRIENDLY:** Ice B' Gone Magic liquid is fully water soluble and biodegradable. Ice B' Gone Magic treated salt releases far less chlorides into the environment than plain rock salt. Ice B' Gone Magic is safer around vegetation, people, pets and equipment. [The first de-icing product to receive the coveted Design for the Environment \(DfE\) recognition for the U.S. Environmental protection Agency \(EPA\).](#)
- **ECONOMICALLY SUPERIOR:** Because it works faster and lasts longer, less Ice B' Gone Magic treated salt is required to displace an equal amount of ice or snow than rock salt. Repeated use will result in beneficial residual Ice B' Gone Magic that will act as a barrier. This residual is very valuable as snow and ice will not bond to the pavement regardless of the volume of car traffic or foot traffic. Black ice and hard packed snow will be virtually eliminated.
- **REDUCE THE BOUNCE AND SCATTER:** Ice B' Gone Magic is heavier and tacky by nature. This is beneficial in reducing the bounce and scatter of the salt keeping the salt where you put it, behind the truck tires not in the grass or curb lines.
- **WON'T CLUMP OR FREEZE:** Saving your spreaders from damage and eliminating un-usable bags commonly associated with rock salt. Dramatically reduces the amount of waste associated with clumping and freezing of bulk salt piles.
- **NO SHELF LIFE:** Ice B' Gone Magic treated salt never loses its effectiveness to de-ice no matter how long it is stored.
- **NO VISIBLE RESIDUE:** When applied correctly, there will be no residue associated with the use of Ice B' Gone treated salt. Generally there is a messy white salt residue left behind with the use of regular rock salt.
- **BROWN COLOR:** Magic Salt is brown, which means that employees can see material being applied.

