

The most advanced and only EPA designated high performance de-icer to hit the market!



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Product Overview

Magic Minus Zero® concentrate is derived from an agricultural by-product and was developed using advanced patented technology. *Magic Minus Zero®* concentrate works as a highly effective, environmentally friendly de-icer. It is a commercial de-icer to earn the US EPA's distinguished "Design for the Environment" designation - only products that are considered to be safer for the environment are authorized to display this logo!

When this patented science is blended with sodium chloride brine, the result is a cost effective ice control product with added performance features. This proven technology is also available in the following formulas:

Magic Minus Zero® 3070 - an enhanced salt brine blend that consists of 30% *Magic Minus Zero®* concentrate and 70% salt brine, effectively lowering the eutectic point of salt brine down to -15 deg F (-26 deg C).

Product Features & Benefits

- Works at subzero temperatures where straight salt & salt brines alone are no longer effective
- Superior residual effects
- Helps reduce chloride and sodium discharges into the environment when blended with salt brine at recommended ratios
- Improves surface and groundwater quality by helping to reduce sodium accumulation and salinity
- Exhibits lower Biochemical & Chemical Oxygen Demand levels (BOD & COD) than other salt brine additives



READY WHEN NATURE STRIKES. GUARANTEED.

De-icing Fluids

PNS Relative Corrosion Rate

Distilled Water	0
Salt Brine	100
MAGIC MINUS ZERO®	22.4
MAGIC MINUS ZERO® 3070	25

Product Features & Benefits

- Protects infrastructure by dramatically reducing the corrosion rates of straight salt and salt brine helping to meet the stringent PNS Corrosion standards
- Reduces overall salt consumption rates in anti-icing by keeping product on the road longer, continuing to work at lower temperatures and improving service levels
- Pre-wetting application rates of treated salt reduced by as much as 30 percent
- Ideal for our Nitrous 1-2-3 Program – a revolutionary European Technology that improves productivity and reduces overall costs (visit our website @ www.innovativecompany.com for more information)

De-icing Fluids

Eutectic Points

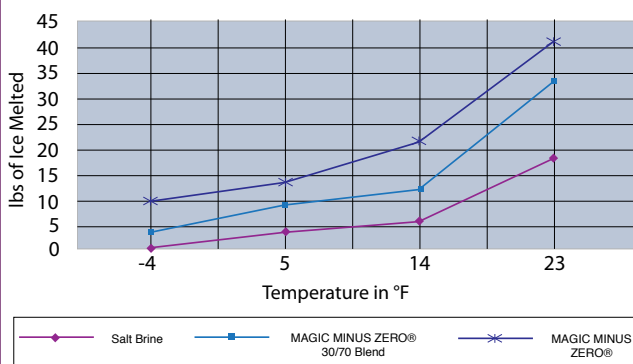
Salt Brine	-6 °F / -21 °C
MAGIC MINUS ZERO®	-49 °F / -45 °C
MAGIC MINUS ZERO® 3070 Blend	-15 °F / -26 °C

Product Application

Magic Minus Zero® works as a highly effective, environmentally friendly de-icing, anti-icing, pre-wetting and stockpile treatment agent. When blended with salt brine as recommended, *Magic Minus Zero®* reduces the impact on the environment while improving service levels. Suggested application rates are as follows:

Anti-icing	25 US gallons per lane mile 60 liters per lane kilometer
Stockpile Treatment	5 to 7 US gallons per ton 20 to 30 liters per tonne of salt
Onboard Pre-Wetting	5 to 15 US gallons per ton 20 to 60 liters per tonne of salt (or 15 to 20 liters per tonne of sand)

Comparative Ice Melting Capacities



Note: Application rates should be adjusted as needed based on operator experience and in accordance with current and expected road conditions, road and air temperature, precipitation, accumulation, weather predictions and traffic volume.

This product is (or includes) a patented product of Sears Ecological Applications Co., LLC and is manufactured under one or more U.S. Patents, including U.S. Patent No. 6,299,793 and related patents.

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