**Conquer Colder Winters with Better De-icers**

**The last two winters created unique challenges for winter maintenance professionals across North America. Check out Innovative’s complete line of ProMelt (use logo)premium liquid de-icers and find out how having superior de-icers as part of your winter maintenance program will deliver improved performance and safety. …more (link to liquid de-icers page)**

**Testimonial**

“We tried other liquids in the past with limited success. After switching to ProMelt Mag 30% the Town of Westwood found that we got to bare roads quicker while utilizing less salt. Our roads are safer than ever and our community is very happy. *Todd Korchin, Director of Public Works*

**Better for the Environment Packaged Ice Melt Dealers**

Our magnesium chloride is approved for organic Find a dealer in your area

production as a crop fertilizer and soil amendment selling Magic Salt or other ice

by OMRI in the US and Canada. melt products..more (link to distributor page)

**News**

AgMag™: The first magnesium chloride-based fertilizer

for organic farming in North America…more (create page

with Ag content from current home page and link to it)

**The Innovative Story**

Innovative Surface Solutions specializes in effective, environmentally safer solutions for road safety and maintenance, industrial applications and agriculture. For more than 30 years we have introduced fresh thinking, innovative technology and new processes to enhance our products and ensure our customers have access to the most effective solutions. Our supply and service is built around having the largest liquid distribution network in the northeast US and eastern Canada.

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| AgMag™: The first magnesium chloride-based fertilizer for organic farming in North America [http://www.innovativecompany.com/images/AgMag-Infographic-small.png](http://www.innovativecompany.com/documents/AgMag-Infographic.pdf)North America’s farmers have a new option that will strengthen their crops and help meet the demand for organic produce by today’s consumer with Innovative Surface Solutions’ AgMag™ – the first magnesium chloride-based fertilizer approved for organic farming in North America.  AgMag is a high performance magnesium chloride liquid that is approved for organic production as a crop fertilizer and soil amendment to help increase quality and yield in row crops. Magnesium chloride has been the subject of numerous trials that show its benefits a number of crops including corn, wheat and small grains, soybeans, and potatoes. It has been listed by the Organic Materials Review Institute (OMRI) in both Canada and the United States for use in certified organic production, food processing and handling according to the USDA National Organic Program Rule and Canadian Organic Standards.  AgMag is the base material for Innovative’s family of value added agriculture blends, which include NutriMag™. The magnesium chloride used in AgMag™ also forms the base for Innovative’s broad line of de-icing, dust control and industrial products.  **June 23, 20015** - [AgMag Press Release](http://www.innovativecompany.com/documents/AgMagPR-June23.pdf" \t "_blank)  [Contact us](http://www.innovativecompany.com/contact.php) for more information and availability in your area. | Testimonials “The organic certification of AgMag will be great for organic farmers. I have seen year-over-year increases in both yield and quality by using AgMag on conventional crops. Now the same benefits can be experienced on organic farms.”  - John Van Heusen, operator of Sugar Creek Farm, Ossian, NY  “Innovative’s AgMag provides farmers with an organic option to strengthen their crops that is superior to traditional Epsom salts used by many organic farmers as a source of magnesium. This magnesium chloride solution gives organic farmers access to the same benefits of this fertilizer that have been available to non-organic farmers in North America for more than 20 years.”  - Ray McDonald, General Manager, Cangrow Crop Solutions |