

# BEET JUICE

## NOT A MAGICAL DE-ICING LIQUID

**Get the real facts about beet juice and you'll see why it's a poor substitute for other salt brine enhancers. In fact, many enhancers outperform beet juice in low-temperature de-icing, corrosion prevention and reducing the environmental impact.**

**MAGNESIUM CHLORIDE +  
FEED GRADE MOLASSES =**

*Magic-0*<sup>™</sup>  
by ProMelt<sup>™</sup>

Our Magic-0 liquid concentrate is a proprietary blend of feed grade molasses and magnesium chloride. The magnesium chloride used in Magic-0 is a premium single source high purity magnesium chloride material that occurs naturally and requires no processing, it is also used as a nutritional supplement for plant growth.

At our Innovative lab in 1995, we came across the synergistic effect of carbohydrates and magnesium chloride. This synergy lowers the freeze point of the combined materials below -49°F, improves the residual effects giving increased longevity and lessens the impact on the environment. Magic-0 is a superior enhancer that can also be used for anti-icing, de-icing, onboard pre-wetting or pre-treating salt.



Magic-0 has been recognized as a safer choice for the environment and authorized to carry the "Safer Choice" designation by the US Federal EPA.



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# 4 FACTS YOU SHOULD KNOW BEFORE YOU SIGN UP FOR BEET JUICE

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## MAGIC-O IS BETTER THAN BEET JUICE AT IMPROVING SALT BRINE PERFORMANCE.

A key reason road maintenance professionals turn to salt brine additives is to increase the de-icing performance of salt brine. Magic-O and beet juice offer freeze point reduction benefits but freeze point depression is not the only reason to enhance salt brine. Increased melting capacity is also a key performance factor.

- Magic-O's advantage is in the addition of magnesium chloride and its proven ability to increase melting capacity.
- Research shows there is no significant difference between beet juice enhanced salt brine and salt brine in terms of ice melting capacity at 5°F, 15°F, and 25°F. \*
- Magic-O concentrate is effective as a stand-alone de-icing product, beet juice is not. This means that when there is extreme cold or if you are without salt brine for any reason, Magic-O can be used on your salt stockpile or your onboard pre-wetting systems to keep your de-icing program running without interruption!

\*Western Transportation Institute, Montana State University for Clear Roads and Minnesota DOT, (2015).

2

## MAGIC-O OFFERS FASTER AND LONGER LASTING MELTING BENEFITS.

Magnesium's hygroscopic nature supercharges salt brine for instant melting and offers longer lasting benefit. Roads remain operationally viable for longer periods of time.

Salt brine enhanced with beet juice is prone to drying and blowing off the roads. Without the addition of a hygroscopic chloride it does not provide longevity or strong residual benefits.

Ask your beet juice and salt brine additive provider for independent lab data or send additive sample mixed with salt brine for independent lab analysis of freeze point, corrosion, and BOD and COD ratings.

# FASTS

## 3

### MAGIC-0 A SAFER CHOICE FOR THE ENVIRONMENT.

While beet juice is believed to be an eco-friendly de-icer it poses serious environmental risk with respect to oxygen depletion in nearby water bodies and soils.

#### BOD PPM (BIOLOGICAL OXYGEN DEMAND)

**Beet Concentrate** 274,500

**Magic -0** 99,500

#### COD PPM (CHEMICAL OXYGEN DEMAND)

**Beet Concentrate** 520,000

**Magic -0** 233,000

BOD (Biological Oxygen Demand) and COD (Chemical Oxygen Demand) are standard water quality tests. The higher the BOD = more bacteria and microorganism growth (i.e. algae bloom as the result of additional organic matter). The higher the COD = decrease in oxygen available for aquatic life as a result of Oxygen being used to break down organic or non-organic chemicals.

## 4

### MAGIC-0 IS A CONSISTENT AND RELIABLE PRODUCT THAT IS EASIER TO HANDLE, USE AND STORE.

Magic-0 is made with refined molasses and high purity magnesium chloride, there is no need for additional chlorides, additional storage, filtering or blending as it is a premium de-icing solution on its own.

- Magic-0 is a tested blend of refined high-grade materials and as such offers an on-specification product every time by on-site lab testing and verification through independent exterior labs.
- Beet juice is a waste by-product which often results in quality issues and variations of product from batch to batch. These variations can result in unpleasant odors and handling/filtering issues. Beet juice also requires the addition of another chloride to provide de-icing capabilities which then requires additional sourcing, handling and storage of another liquid.



Our supply and service is built around having a state-of-the-art facility strategically located on the Hudson River in Albany, NY. It is the largest liquid facility of its kind for magnesium chloride and calcium chloride in North America.



- 38 million gallons of liquid storage at our Albany location ensures a trusted supply.
- 4 automated loadout racks serve up to 200 tankers per day.
- 6 power units, 16 tankers including 3 application tankers to service you.
- On-site lab and comprehensive QA/QC program.
- 9 car rail spur.

**Need help getting your liquid program started or expanding your existing program?  
Ask about our comprehensive Equipment Rental Program and see if you qualify today!**



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