IBG MAGIC

✳ THE REAL MAGIC ✳

TREATED SALT VS. CALCIUM CHLORIDE

SAVES MONEY, TIME, AND LABOR

By using IBG Magic, you will reduce the amount of de-icing materials needed by 30% to 50%. That is less applications, fuel, labor and keeps more money in your pocket.

PET FRIENDLY

IBG Magic will reduce the potential of irritating sensitive paws as it works by lowering the freezing point of water. Calcium chloride needs to generate heat in order to work.

LESS CORROSIVE

Through the use of IBG Magic, there is an 80% reduction in damage to equipment, carpets, flooring, and concrete commonly associated with the use of calcium chloride.

LONG-LASTING RESIDUAL BENEFITS

When applied correctly, there is no noticeable residue left behind with IBG Magic. Calcium chloride leaves a white waxy film which can be slick. IBG Magic has a proven residual effect, allowing your pavement to build up a resistance for future events.

ECONOMICALLY SUPERIOR

IBG Magic treated salt lasts 3-4 times longer than calcium chloride. Less IBG Magic is required to displace an equal amount of snow and ice than any other ice-melter at any price. Because of IBG Magic's long-lasting effects, snow and ice will not bond to the pavement. Black ice and hard-packed snow are eliminated.

BENEFICIAL FOR YOUR HEALTH

IBG Magic lowers the risk to the environment and your health. Calcium chloride requires the use of respirators and gloves according to their safety data sheet. IBG Magic does not require following these precautions.

LONGEVITY

IBG Magic does not lose its effectiveness when stored over several seasons. IBG Magic will not clump or freeze. You will increase the life expectancy of your spreaders from damage caused by frozen material. IBG bagged products will not clump and damage equipment, which can cause costly repairs and downtime. Calcium chloride is exothermic and absorbs moisture which can turn the product into a hard useless block.

ENVIRONMENTALLY FRIENDLY

IBG Magic Liquid is biodegradable. It releases far less chlorides into the environment than plain rock salt or calcium chloride. IBG Magic is safer around vegetation, people, pets, and equipment. IBG Magic was the first de-icing product to receive the coveted Design for Environment recognition of the United States.

WORKING TEMPERATURE OF -35° F

IBG will work to lower temperatures for prolonged periods of time by reducing the freezing point of water. Calcium chloride works through a chemical reaction that creates a short burst of extreme heat to start the brine or melting solution which must be shoveled away to prevent refreezing. Recurring refreeze cycles will prematurely age concrete leading to failure.