

You are responsible for the people that visit and use your facilities. You have both a legal and practical obligation to keep traffic areas and walks free from dangerous ice and snow accumulations. Make the switch to the deicing compound that has become the choice of property managers, municipalities, and snow removal contractors throughout the snow-belt.

Many chloride-based deicing compounds track into finished spaces creating their own hazards, mess, and damage.



Magic Salt™ is regular rock salt that has been treated with Magic Minus Zero. This liquid is formulated from distillation byproducts blended with liquid magnesium chloride. The resulting compound is completely biodegradable and environmentally friendly. **Magic Salt™** smells sweet and will not harm plants or grass when applied as directed and it is non-toxic to pets. Unlike other deicing products, **Magic Salt™** will not leave a residue that tracks into interior spaces. It stays where applied with less “bounce” allowing a more uniform application.

Magic Salt™ is not corrosive to steel and concrete. Due to its non-corrosive nature, **Magic Salt™** has been approved for highway use. It is also used on roadways, driveways, walkways, porches, and patios. It works faster and lasts longer at lower temperatures, well below zero, making it the ideal ice melter. **Magic Salt™** also prevents re-freezing commonly associated with sodium based de-icers. The performance of this product is better than the more expensive blended products at a much more reasonable cost.

You can apply 30-40% less **Magic Salt™** than normal salt – with better performance! The **Magic Salt™** residual can melt accumulations of up to 3” of snow in some circumstances.



*This roadway was treated with **Magic Salt™** Temperature is zero.*

When applied to snow or ice, melting should begin immediately, and melting action will continue longer than standard rock salt products. The loosened ice and snow can be easily removed with a shovel, however, for better results, first remove all loose snow and slush from driveways or walkways.



We are the Indiana distributor for **Magic Salt™** and maintain 80,000 pounds of inventory during snow season.

Magic Salt™ has no adverse effects on grassed areas, plants or shrubs, performs well below zero, is non-toxic, and does not track into interior spaces.



Magic is packaged in 50 Lb plastic bags (49/pallet) and 3 gallon reclosable plastic pails.

Delivery is available. Call for pricing.



THINK SNOW
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BEERING ENTERPRISES, INC.

is a closely held company that has been delivering automotive cleaning, detailing, and snow removal services for over twenty five years.

President Peter S. Beering, Esq. is an internationally known expert in anti-terrorism, public safety, and emergency preparedness.



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**IMPORTANT
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