# Provide More Value.



## **A Superior Ice Melt**

Not all ice melt blends work the same. We've built a blend that works all winter in a variety of applications and situations. TruMelt, manufactured by AgSalt is truthfully labeled, competitively priced, and much more potent than traditional market blends.

## Large Inventory

Anyone can serve a customer pre-season, but when supply is low and demand is high, you need a supplier to depend on. TruMelt's strategic production and inventory management guarantees access to 90% additional product from pre-season purchases for the winter rush.

# **Commitment to Service**

We strive to be the best in the industry, with a superior product and short lead times of 3 days or less. With responsive customer support and strong delivery systems, we provide a reliable source of premium ice melt.





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# **Value That Delivers**

## **Full Ingredient Disclosure**

The ingredients of our top-quality TruMelt blend are fully disclosed. We don't hide the ingredient inclusion rates or use false marketing claims to fool the customer into buying low-grade or lesser quality products. Instead, we educate on the real performance of ice melters.

#### **Purer Product**

TruMelt's base ingredient is solar salt with 99% purity. This greatly reduces tracking because there is no dirty rock salt. TruMelt includes only the best quality magnesium pellets and calcium flakes.

### **Free Flowing**

For better flowing efficiency, TruMelt is thoroughly dried, screened, and sized. This removes fine particles and large crystals to avoid dusting, clumping, or clogging spreaders. A flowing agent is also added to avoid clumping. Because it is clump-free, TruMelt is easy and efficient to apply.



| DETAILS                     | TruMelt 3%<br>50# Bag   | <b>TruMelt 10%</b><br>50# Bag   | <b>TruMelt 12%</b><br>50# Bag   | <b>TruMelt 20%</b><br>50# Bag   |
|-----------------------------|---|---|---|---|
| Melting Performance         | 0°F   | -10°F   | -20°F   | -12°F   |
| Concrete Protection         | Fair  | Good  | Better  | Best  |
| Slip and Fall Safety        | Fair  | Good  | Best  | Better  |
| Free Flowing                | Best  | Best  | Best  | Best  |
| User, Turf and Pet Friendly | Good  | Better  | Fair  | Best  |
| Clean and Non Tracking      | Good  | Better  | Good  | Best  |
| Active Ingredient           | Magnesium Pellet  | Magnesium Pellet  | Calcium Flake   | Magnesium Pellet  |
| PROS                        |   |   |   |   |
|                             | Safer for user, pet and vegetation<br>than calcium based products<br>Economical | Increased concrete protection<br>against freeze/thaw cycles<br>Safer for user, pet and vegetation | Increased concrete protection<br>against freeze/thaw cycles<br>Superior melting performance | Increased concrete protection<br>against freeze/thaw cycles<br>Safer for user, pet and vegetation |
|                             |   | than calcium based products   | ,   | than calcium based products   |
| CONS                        | M II (6 11 1 1 20 5   |   |   |   |
|                             | Melts effectively only to 0° F<br>Greater risk of concrete damage               |   | Calcium may burn skin<br>of user and pet paws   |   |



Blended & Packaged in the USA





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