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### Liquid Comparisons Unique Selling Propositions

#### MagPlus (Magnesium chloride with a corn derived corrosion inhibitor)

1. Can be used before, during or after a snow or ice event
2. Environmentally friendly liquid blend: safe around pets and plants
3. Less harmful to infrastructure
4. Safe on all surfaces
5. Apply in advance to create a non-stick surface
6. Apply at the start of a storm to reduce a possible accumulation of snow
7. Apply as a spot deicer on residual patches of ice and snow
8. Water soluble
9. Non toxic
10. One gallon covers 1000 square feet
11. Keeps melt water in a liquid state longer than granular products

#### Bolt (Calcium Chloride)

1. Fast acting
2. Low temperature deicer
3. Generates heat in the melting process
4. Safe on all surfaces
5. Apply in advance to reduce ice or snow adhesion
6. Apply at the start of a storm to reduce a possible accumulation of snow
7. Water soluble
8. Non toxic
9. One gallon covers 1000 square feet

#### Comparative Differences Between MagPlus and Bolt Liquid Deicers

1. MagPlus is less corrosive
2. MagPlus is less harmful to pets, plants and infrastructure
3. MagPlus begins working more slowly but continues to work longer
4. Bolt is a more aggressive ice melter
5. Bolt begins working more quickly but stops more quickly
6. Bolt generates initial heat in the ice melting process
7. Bolt is a more caustic and corrosive ice melter

#### Potassium Formate

1. Non chloride...contains no salt product
2. Non-conductive so it is safe around electrical connections and lighting
3. Contains no harmful methanol or glycols
4. Extremely low freeze point of -63F
5. Fully biodegradable and safe around water supplies
6. Non toxic
7. Non polluting
8. Non corrosive
9. Lowest possible chemical and biological oxygen demand
10. Rated SAE AMS 2435C for use on airport runways and helipads