

ICE MELT Fundraiser

Winter is coming!

Make \$ for your organization with:

MAG[®]



Everyone will need at least 1 bag of ice melt this winter, so why not help raise money for your organization?

- ❄️ EXCELLENT ice melt—this is a premium product!
- ❄️ 40% profit margin for your organization
- ❄️ No minimum orders
- ❄️ Only pay for product you sell
- ❄️ Three sale options available

Contact us for more information or to reserve your sale date!

Resourceful Animal Products, Inc.

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www.resourcefulanimalproducts.com

Product Information

Naturally harvested from the Dead Sea, MAG[®] is a premier de-icer and premium ice melt product that provides the best performance. It also has the least impact on surrounding areas, which helps to greatly reduce the adverse effects typically associated with chemicals used to combat ice and snow hazards.

Why Use MAG[®] as your snow and ice melt chemical of choice?

MAG[®] out-performs other ice melters.

It melts ice effectively at temperatures as low as -13°F (-25°C), which is considerably below most other products. And it works fast. In tests at 21°F, within 15 minutes of application, MAG melted twice as much ice as rock salt (halite). Whether at home or at the workplace, safety is a critical issue; walkways must be kept clear to avoid injuries.

MAG[®] is safer for concrete.

The use of most ice melters can result in damage to concrete sidewalks and driveways. So when you choose or recommend a premium ice melt for concrete, keep this in mind: Independent tests conducted by the National Research Council's Strategic Highway Research Program (SHRP) show that other products caused significantly more chipping and scaling than MAG[®]. Two additional independent tests by the Virginia Department of Transportation and the Swedish VTI confirm SHRP's findings that MAG[®] is significantly safer on concrete.

MAG[®] is safer for people and pets.

When it comes to children and pets, you want peace of mind. MAG[®]'s very low toxicity (almost three times less toxic than common table salt and eight times less toxic than calcium chloride) makes it much safer to use around residential areas and workplaces. And unlike some ice melters, MAG[®] won't burn or irritate the skin. As we all know, wintry weather won't keep dogs or cats inside. With MAG[®], there's less worry when pets lick their paws when they return from a walk. MAG[®] is actually used in some farm feed stocks as a mineral supplement.

MAG[®] is safer for the environment.

Each spring, the runoff from melting ice and snow dumps harmful chlorides into lakes, rivers, and reservoirs. When MAG[®] is used, chloride contamination in surface waters is reduced because environmentally friendly MAG[®] contains at least one-third less chlorides than either calcium chloride or sodium chloride.

MAG[®] is safer for plants.

Winter is hard enough on plants and shrubs without the added damage caused by some ice melters. Using MAG[®] as directed keeps green areas healthier. Magnesium is a common ingredient in most fertilizers.

Choose to sell Flakes and/or Pellets!

MAG[®] Flakes - The advantages of magnesium chloride flakes are that they provide a large flat surface area and stay put when applied. They also easily pass through various ice melt spreaders, including home-style walk behind spreaders and commercial grade spreaders and equipment. Flakes are desirable when mixing with other dry products used to combat snow and ice (like salt and or sand) to create a hot mix or an 80-20 mix.

MAG[®] Pellets - Magnesium chloride pellets are a spherical shape and work very well with ice melt spreaders. They do tend to roll like small BBs, which in some applications is an advantage and in others, a disadvantage. The pellet or spherical shape provides performance benefits as their interface with ice and snow is more concentrated and allows them to "bore" into and down under the icy surface creating a brine underneath. This makes for easier mechanical clearing by helping to loosen the bond of ice to the surface that is being cleared.

Get more information at:
www.resourcefulanimalproducts.com

Sale Options

Option 1 — Orders Only

If your organization chooses this option, you will do your fundraiser by taking orders. You will be provided with order forms and product information for each student selling. Orders will be collected and tallied by the fundraiser organizer and the organization will be billed for the bags ordered. On a pre-determined date the product will be delivered to the location selected for offloading and/or distribution.

Option 2 — Event Sale

If your organization chooses this option, you will work with us to select a date for your event. We will create fliers for you to hand out to potential customers. We will show up with a pre-determined number of pallets prior to your event. Your organization will sell off the trailer, and at the conclusion of the Event you will make payment for the bags sold. There is a \$50 non-refundable date reservation fee for an Event Sale.

Option 3 — Event Sale with Pre-Orders

If your organization chooses this option, you will sell both by taking orders and at an Event Sale. The Event Sale is also an excellent time to distribute the pre-orders. Organizations that choose this option will have their date reservation fee waived if pre-orders exceed 50 bags.

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