



ROCK SALT +HEAT BOOST

- SCREENED TO SIZE & NATURALLY BRIGHT IN COLOR FOR OPTIMUM SPREADABILITY
- THE MOST ECONOMICALLY PRICED SALT AVAILABLE

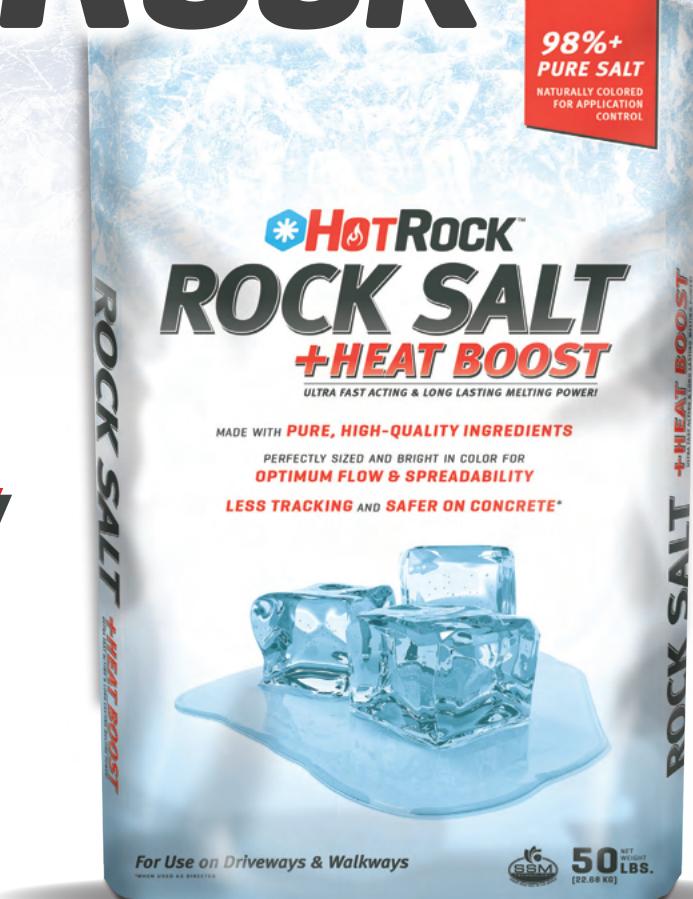
98%+ PURE SALT
NATURALLY COLORED
FOR APPLICATION CONTROL

THE HotRock™ STORY

HotRock™ PRODUCTS ARE MADE WITH SSM ROCK SALT, ONE OF THE PUREST AND MOST SOUGHT AFTER DEPOSITS OF SODIUM CHLORIDE IN THE WORLD. THIS UNIQUE MINERAL CONTENT NATURALLY REFLECTS A PINK HUE THAT ENABLES PRECISION APPLICATION CONTROL WHILE SPREADING. EVEN MORE IMPORTANTLY, IT NATURALLY CONTAINS OTHER ICE-MELTING MINERALS AND IS PRODUCED IN GRADATIONS TO PROVIDE A LONG-LASTING NATURAL MELTING BOOST.

THESE ATTRIBUTES WERE THE INSPIRATION BEHIND THE HotRock™ BRAND. THIS MINERAL, ALONG WITH OTHER QUALITY INGREDIENTS, ALLOWS US TO DEVELOP HIGH-PERFORMING PRODUCTS TO MEET ALL OF YOUR SNOW AND ICE REMOVAL NEEDS, NO MATTER THE SCALE.

(260) 387-6170
WWW.MIDAMERICANSALT.COM



HIGHEST QUALITY DEEP MINED ROCK SALT

- THE MOST RELIABLE SUPPLY OF HIGH QUALITY IMPORTED ROCK SALT IN NORTH AMERICA.
- HIGHLY PRODUCTIVE DEEP SHAFT MINE EMPLOYING HIGHLY ADVANCED TECHNOLOGY
- ISO 9001 QUALITY CERTIFIED AND RIGOROUS LAB TESTING ENSURES CONSISTENT HIGH QUALITY BAG AFTER BAG
- HotRock™ PRODUCTS ARE MANUFACTURED AT FACILITIES THROUGHOUT THE US ENABLING RAPID DELIVERIES.

