



# MORTON®

## AMERICA'S #1 BRAND OF WATER SOFTENER SALT



# Clean AND Protect™






WATER SOFTENER PELLETS

**+ RUST DEFENSE™**  
PREVENTS RUST STAINS & ACCUMULATION

### America's #1 Brand of Water Softener Salt

Morton® Clean and Protect™ water softener pellets with Rust Defense™ are specially formulated to harness the power of salt and extend the life of water using appliances – with the added benefit of protection against the rust stains and poor taste from iron-heavy water.

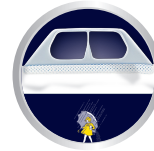
### Exclusive Packaging Features that Consumers Demand

-  Improved Water Taste
-  Extends Appliance Life
-  Softer Feeling Skin & Hair
-  Less Build-Up
-  Easier Cleaning

**5-in-1**

#### Telegraphic Benefits

Clear iconography helps consumers decide which product is right for them.



#### Comfort-Grip Handle

Makes lifting and carrying easier – and it stays secure from store to home.



#### Easy-Open Tear

Makes bag easier to open and pour. No scissors needed!

### Premium Product for Consumer Trade-up

For those consumers who want the best product to improve the quality of water for their family, Morton® Clean and Protect Plus Rust Defense™ is the premium solution. When merchandised with Morton® Clean and Protect™, this product provides consumers a premium product that delivers added benefits at a higher dollar ring.

	
PRODUCT NAME	40 lb. Clean and Protect™ Plus Rust Defense™ Pellets
PRODUCT CODE	F124700000
UPC	 0 24600 01470 0
AVAILABLE PALLET TYPE	GMA/Chep
MATERIALS	Polyethylene + Rigid Handle
BAG DIMENSIONS	21 x 13 x 4 in.
BAG WEIGHT	40.3 lbs
BAG CUBE (cu. ft.)	.6 cu. ft.
PALLET COUNT	63
PALLET PATTERN	9 tiers of 7
GROSS WEIGHT*	2,609 lbs.
PALLET CUBE	43 cu. ft.
PALLET DIMENSIONS	49 x 41 x 37 in.

\*Includes the 70 pounds 48X40 pallet