



MORTON®

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



Pure AND Natural™
WATER SOFTENER CRYSTALS

America's #1 Brand of Water Softener Salt

Morton® Clean and Natural™ water softener crystals are specially formulated to harness the power of salt to improve the quality of water throughout the home. These crystals provide all of the core benefits that come with soft water, while also offering consumers a pure, all-natural solution.

Exclusive Packaging Features that Consumers Demand

PRO-SIZE BAG

Pro-Size Bag

Meets the needs of industrial customers.



All Natural



Softer Feeling Skin & Hair



Less Buildup



Easier Cleaning

4-in-1

Telegraphic Benefits

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

Some Consumers Demand Water Softener Crystals

Approximately 26% of consumers use crystals as their preferred form of water softener salt.* It is important to offer Morton® Pure and Natural™ as part of a water softener salt assortment, along with pellets, to allow consumers to choose the best product for their needs.

*Source: Nielsen Homescan Total US HS All Outlets 52 week ending 2/7/2016.

	
PRODUCT NAME	50lb. Pure and Natural™ Crystals
PRODUCT CODE	F149800000
UPC	 0 24600 03980 2
AVAILABLE PALLET TYPE	GMA/Chep
MATERIALS	Polyethylene Bag
BAG DIMENSIONS	25 x 16 x 3 in.
BAG WEIGHT	50.5 lbs.
BAG CUBE (cu. ft.)	0.7 cu. ft.
PALLET COUNT	49
PALLET PATTERN	7 tiers of 7
GROSS WEIGHT*	2,545 lbs.
PALLET CUBE	45 cu. ft.
PALLET DIMENSIONS	52 x 44 x 34 in.

*Includes the 70 pounds 48X40 pallet