

# ***BEET x HEET***<sup>®</sup>

**Untreated rock salt is nearly 50% more costly to use than BEET HEET<sup>®</sup> treated salt!**

Untreated rock salt is far and away the most expensive salt any agency could possibly use! When the cost of using untreated rock salt is compared to the cost of using BEET HEET<sup>®</sup> Concentrate treated salt, untreated rock salt is nearly 50% more expensive to use than BEET HEET<sup>®</sup> Concentrate treated salt! Similarly, 23.3% NaCl brine treated salt is also nearly 50% more costly to use than using BEET HEET<sup>®</sup> Concentrate treated salt! (see page 11)

This is the primary reason advanced agencies treat 100% of their rock salt with BEET HEET<sup>®</sup>, no matter what the temperature is. Using untreated rock salt over BEET HEET treated salt will cost your agency more money even at 25°F and above.

This is exactly why we say: “The initial cost of a salt pre-wetting agent has little to do with saving money! Saving money has everything to do with the performance of your salt!” The sooner you focus on the performance of your salt, rather than the price of your pre-wetting agent, the sooner you’ll experience significant savings!

| <b>Untreated Salt Cost Calculator</b>   |             |             |                    |
|---|-------------|-------------|--------------------|
| <b>How much does untreated salt really cost?</b>  |             |             |                    |
| <b>Cost of Untreated Salt</b>   |             |             |                    |
| Tons of untreated salt used per season  | 1,000       |             |                    |
| Cost of untreated salt per ton  | \$65.00     |             |                    |
| Total cost of untreated salt per season   | \$65,000.00 | \$65,000.00 |                    |
| <b>Cost of <i>BEET HEET</i><sup>®</sup> Concentrate Treated Salt</b>  |             |             |                    |
| Tons of <i>BEET HEET</i> <sup>®</sup> treated salt needed to melt the same amount of ice                                    | 605.4       |             |                    |
| Cost of salt to be treated with <i>BEET HEET</i> <sup>®</sup> Concentrate per ton   | \$65.00     |             |                    |
| Total cost of salt to be treated with <i>BEET HEET</i> <sup>®</sup> Concentrate per season                                  | \$39,351.00 | \$39,351.00 |                    |
| Gallons of <i>BEET HEET</i> <sup>®</sup> Concentrate required @ 5 gallons per ton   | 3,027       |             |                    |
| Cost of the <i>BEET HEET</i> <sup>®</sup> Concentrate per gallon  | \$1.45      |             |                    |
| Total cost of the <i>BEET HEET</i> <sup>®</sup> Concentrate per season  | \$4,389.15  | \$4,389.15  |                    |
| Total cost of <i>BEET HEET</i> <sup>®</sup> Concentrate treated salt  |             | \$43,740.15 |                    |
| Total saved by using <i>BEET HEET</i> <sup>®</sup> Concentrate treated salt rather than untreated salt                      |             |             | <b>\$21,259.85</b> |
| <b>Untreated salt will actually cost your agency 48.6% more than <i>BEET HEET</i><sup>®</sup> Concentrate treated salt!</b> |             |             |                    |

# ***BEET x HEET***<sup>®</sup>

**Brine treated rock salt is nearly 50% more costly to use than BEET HEET<sup>®</sup> treated salt!**

**23.3% NaCl Brine**

**vs.**

**BEET HEET<sup>®</sup> Conc.**



Rock Salt  
\$65.00  
per ton  
(2,000 lbs.)

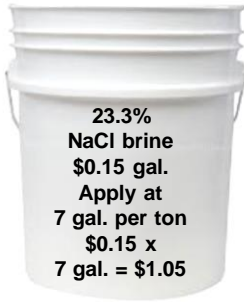


Rock Salt  
\$65.00  
per ton  
(2,000 lbs.)

**+**

**+**

**85.5%  
LESS  
costly**



23.3%  
NaCl brine  
\$0.15 gal.  
Apply at  
7 gal. per ton  
\$0.15 x  
7 gal. = \$1.05



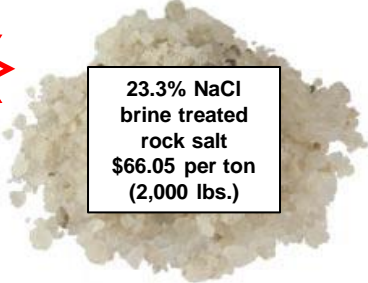
BEET HEET<sup>®</sup>  
Concentrate  
\$1.45 gal.  
Apply at  
5 gal. per ton  
\$1.50 x  
5 gal. = \$7.25

**590.4%  
MORE  
costly**

**=**

**=**

**8.58%  
LESS  
costly**



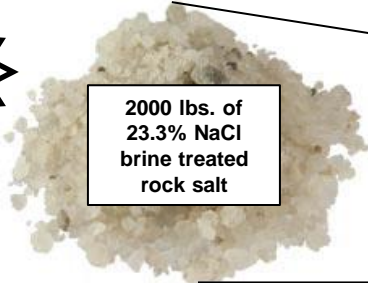
23.3% NaCl  
brine treated  
rock salt  
\$66.05 per ton  
(2,000 lbs.)



BEET HEET<sup>®</sup>  
Conc. Treated  
rock salt  
\$72.25 per ton  
(2,000 lbs.)

**9.39%  
MORE  
costly**

**64.15%  
MORE  
salt**



2000 lbs. of  
23.3% NaCl  
brine treated  
rock salt

Amount of BEET HEET<sup>®</sup> Conc. treated rock salt required to melt the same amount of ice as 2,000 lbs. of 23.3% NaCl brine treated salt.



1,219 lbs.

**39.08%  
LESS  
salt**

**49.98%  
MORE  
costly**



Cost of 2,000  
lbs. of 23.3%  
NaCl brine  
treated salt  
\$66.05



Cost of 1,219 lbs.  
of BEET HEET<sup>®</sup>  
Conc. treated  
rock salt \$44.04

**33.32%  
LESS  
costly**