Brought to you by

K-TECH
SPECIALTY COATINGS, INC.

A Klink Group Company www.klinkgroup.com
and sole developer, manufacturer and distributor of
BEET HEET®, the best performing deicer in North America.

BEET HEET®
users have won the national
APWA Excellence in Snow
and Ice Control Award
3 out of the last 5 years!

BEET HEET®
Concentrate is
99% Biodegradable
“Readily” Biodegradable in 8 days!

BEET HEET® is protected and licensed under U.S. Patent No. 6,582,622
and related patents owned by Sears Ecological Applications Co., LLC.
In our pursuit of EXCELLENCE we want to thank

Pacific Northwest Snowfighters

ANALYTICAL LABORATORIES, INC.

Forensic Dynamics, Inc.

U.S. Environmental Protection Agency (EPA) Design for the Environment (DfE) Program

SiTU Biosciences, LLC

THIONVILLE
Over 200 agencies in 8 states have transitioned away from 32% CaCl₂, “beet juice” and various “super-mix” deicers in favor of Beet Heet. Beet Heet users have won the National APWA Excellence In Snow and Ice Control Award 3 out of the last 5 years. What do all of these agencies see in Beet Heet? Please read on.
WHAT IS Beet x Heet®

Far Superior Ice Melting Performance
High Sugar Content - Far Superior Residual & Anti-bonding

4 CHLORIDES
- Calcium Chloride
- Magnesium Chloride
- Sodium Chloride
- Potassium Chloride

4 CARBOHYDRATES
- Sucrose Sugar
- Glucose Sugar
- Fructose Sugar
- Raffinose Sugar

What Beet x Heet® is NOT

Beet Juice
Horrible Odor
Added Water

Water Freezes at 32°F

Tank Sludge & Plugging Issues
Anti-Corrosion Chemicals
Glycerin or Polymers
BEET HEET® Concentrate contains significantly more sugar than any organic/chloride deicer in North America. When it comes to enhancing the deicing and anti-icing performance of rock salt and sodium chloride brine, the benefits of adding sugar are far reaching and significantly more important than many snowfighters realize. Here are several performance enhancing benefits that the sugars in BEET HEET® (BH) provide when BH is added to rock salt and brine in meaningful levels.

1. The sugars in BH **suppress the freeze point** of rock salt and brine.
2. The sugars in BH **lower the effective working temperature** of rock salt and brine.
3. The sugars in BH **increase the ice melt capacity** of rock salt and brine.
4. The sugars in BH significantly **reduce the corrosion value** of rock salt and brine.
5. The sugars in BH act as cryoprotectants. Cryoprotectants significantly slow down the rate at which water freezes. All deicers eventually dilute out by the snow and ice they melted leading to “refreeze”. In fact, the better a chloride deicer melts ice, the faster it dilutes out and freezes. Calcium chloride (CaCl₂) is a perfect example of this phenomenon. CaCl₂ “flash” melts snow and ice and then “flash” freezes. Slowing down the rate at which the melted snow and ice refreeze is huge given the fact that most roadway surfaces are crowned. Significantly slowing down refreeze allows the melted snow and ice to run off the road surface before refreezing. Therefore, conditions that refreeze can cause snowfighters and traveling motorists are largely eliminated! Cryoprotectants also **inhibit the formation of ice crystals**. Deicers and anti-icers containing sugar at meaningful levels are significantly more effective at preventing frost and ice formations!
6. The sugars in BH significantly **strengthen and extend the anti-bonding characteristics** of rock salt and NaCl brine. This is huge considering the costs of removing bonded precipitation verses removing un-bonded precipitation. Strengthening the anti-bonding performance of salt and brine becomes even more important as weather events intensify.
7. The sugars in BH make BH a **tackifier**. Pre-wetting rock salt with a heavy, sticky tackifier **reduces bounce and scatter loss** far more than pre-wetting agents containing little to no sugar. When it comes to anti-icing, the longer an anti-icer is held in the target area, the more ice it will melt in the target area. Anti-icers with little to no sugar quickly dilute out and are washed away, or they dry up and blow away. Regardless, anti-icers containing sugar are far, far more effective because they stay in the target area much longer.
8. The sugars in BH significantly **strengthen and extend the residual effect** of rock salt and NaCl brine. In fact, just the leftover residue from BH treated rock salt acts as an effective anti-icer at the next snow event! Just think, anti-icing without anti-icing! Yes, it works!
9. The **dark sugars in BH reduce the very high albedo values of rock salt and brine.** Albedo is the reflective value of an object. The lower the albedo value of rock salt and brine, the more solar radiation (heat) they can absorb and emit. The dark sugars in BH darken white rock salt and clear brine transforming them into heat (radiation) absorbers and emitters which significantly improve their ice melting capacity. Even on cloudy days up to 50% of the sun’s radiation still reaches the earth’s surface. Clear deicers like 32% CaCl₂, 23.3% NaCl brine and deicers containing corn syrup do **not** have this ability.
DE-SUGARED 55% Solids Beet Juice

- Consistency - Very Inconsistent (Easily verified by laboratory testing)
- Total Sugar Content 8.6% to 20.2% (Which beet juice will you get?)
- Total Chloride Content <1.0%
- Total Active Ingredient Content <9.6% to 21.2% (41% to 73% less vs. BHC)
- Price Per each 1% of Active Ingredient = $0.06 to $0.14 (50% to 250% higher vs. BHC)
- Breathtaking Odor.
- Prone to Bacterial Growth (Sugar eating bacteria reduces sugar content)
- Plugging Issues (Tank sludge and plugging issues widely reported)
- Promoted as “non-chloride” deicer but can’t melt ice without adding chloride! Once activated with chloride, beet juice is a chloride deicer.
- At 5 gal. per ton, beet juice treated salt melts about 22.4% less ice than BHC at 25°F.

BEET HEET® Concentrate (BHC)

- Absolutely NO “beet juice” added
- Contains processed beet molasses. (No sludge or plugging issues)
- Consistency - Very Consistent (molasses is not a waste-stream product)
- Total Sugar Content >15.0% (up to 74% more vs. beet juice)
- Total Chloride Content >21.5% (Over 20 times more vs. beet juice)
- Total Active Ingredient Content >36.5% (72% to 280% more vs. beet juice)
- Price Per 1% of Active Ingredient = $0.04 (33% to 71% lower vs. beet juice)
- Odor – Coffee, Syrup or Chocolate (sweet compared to beet juice)
- Bacteria can’t survive in BHC (no loss of sugar either)
- No Plugging or Tank Slugging Issues (none reported)
- Stand Alone Ice Melter (no time and effort of mixing with chloride required)
- At 5 gal. per ton, BHC treated salt melts about 28.8% more ice than beet juice at 25°F.

Conclusion

Beet juice costs 50% to 250% more than BHC when considering price per each 1% of active ingredient! Because beet juice contains 41% to 73% less active ingredient than BHC, beet juice treated salt melts about 22.4% less ice than BHC treated salt at 25°F. Therefore, beet juice users must use about 28.8% more salt to melt the same amount of ice as BHC treated salt. This means that beet juice users are discharging much more chloride into their local environment than necessary.

They are also spending much more on rock salt than necessary. Transitioning to BHC would allow current beet juice users to reduce their salt application rates by about 22.4% and still melt the same amount of ice as beet juice treated salt. Transitioning to BHC would also decrease current beet juice user’s chloride emissions and rock salt costs by about 22.4%.
beet juice vs. BEET HEET®

55% Solids “beet juice”
Specifications/Properties

<table>
<thead>
<tr>
<th>Appearance</th>
<th>Brown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific Gravity</td>
<td>1.27 +/- .02</td>
</tr>
<tr>
<td>Freeze Point</td>
<td>-15°F to -30°F</td>
</tr>
<tr>
<td>pH</td>
<td>7.4 +/- .5</td>
</tr>
<tr>
<td>Water Miscibility</td>
<td>Complete</td>
</tr>
<tr>
<td>Weight/Gallon</td>
<td>10.5 +/- .2</td>
</tr>
<tr>
<td>Solids Content by weight</td>
<td>55%</td>
</tr>
<tr>
<td>Non-Exothermic (NaCl, KCl)</td>
<td>&lt;1.0%</td>
</tr>
<tr>
<td>Chloride Content by weight</td>
<td>0.0%</td>
</tr>
<tr>
<td>Exothermic (CaCl₂, MgCl₂)</td>
<td>8.6 - 20.25%</td>
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<tr>
<td>Chloride Content by weight</td>
<td>9.6% to 21.25%</td>
</tr>
<tr>
<td>Sugar Content by weight</td>
<td>Yes</td>
</tr>
<tr>
<td>Active Ingredient Content by wt.</td>
<td>Yes</td>
</tr>
<tr>
<td>Ingredient Consistency</td>
<td>Very Inconsistent</td>
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<tr>
<td>Fallout</td>
<td>Yes</td>
</tr>
<tr>
<td>Plugging</td>
<td>Yes</td>
</tr>
<tr>
<td>Bacterial Growth</td>
<td>Yes</td>
</tr>
<tr>
<td>Odor</td>
<td>Offensive</td>
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<tr>
<td>Tank Sludge</td>
<td>Yes</td>
</tr>
<tr>
<td>Stand alone ice melter</td>
<td>No</td>
</tr>
<tr>
<td>Ice Melting Performance</td>
<td>Beet juice treated salt @ 5 gal/ton @ 25°F &gt;22% less</td>
</tr>
<tr>
<td></td>
<td>@ 15°F &gt;27% less</td>
</tr>
<tr>
<td></td>
<td>Cost per 1% of active ingredient @ $1.40 per gallon $0.06 to $0.14</td>
</tr>
</tbody>
</table>

BEET HEET® Concentrate
Specifications/Properties

<table>
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<th>Appearance</th>
<th>Brown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific Gravity</td>
<td>1.29 +/- .01</td>
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<tr>
<td>Freeze Point</td>
<td>-23.8°F</td>
</tr>
<tr>
<td>pH</td>
<td>7.0 +/- 1.0</td>
</tr>
<tr>
<td>Water Miscibility</td>
<td>Complete</td>
</tr>
<tr>
<td>Weight/Gallon</td>
<td>10.75 +/- .10</td>
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<tr>
<td>Solids Content by weight</td>
<td>51%</td>
</tr>
<tr>
<td>Non-Exothermic (NaCl, KCl)</td>
<td>&gt;6.0%</td>
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<tr>
<td>Chloride Content by weight</td>
<td>&gt;15.0%</td>
</tr>
<tr>
<td>Exothermic (CaCl₂, MgCl₂)</td>
<td>&gt;15.0%</td>
</tr>
<tr>
<td>Chloride Content by weight</td>
<td>&gt;36.5%</td>
</tr>
<tr>
<td>Sugar Content by weight</td>
<td>Yes</td>
</tr>
<tr>
<td>Active Ingredient Content by wt.</td>
<td>Yes</td>
</tr>
<tr>
<td>Ingredient Consistency</td>
<td>Very Consistent</td>
</tr>
<tr>
<td>Fallout</td>
<td>No</td>
</tr>
<tr>
<td>Plugging</td>
<td>No</td>
</tr>
<tr>
<td>Bacterial Growth</td>
<td>No</td>
</tr>
<tr>
<td>Odor</td>
<td>Coffee - Syrup</td>
</tr>
<tr>
<td>Tank Sludge</td>
<td>No</td>
</tr>
<tr>
<td>Stand alone ice melter</td>
<td>Yes</td>
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<tr>
<td>Ice Melting Performance</td>
<td>BEET HEET treated salt @ 5 gal/ton @ 25°F &gt;28% greater</td>
</tr>
<tr>
<td></td>
<td>@ 15°F &gt;36% greater</td>
</tr>
<tr>
<td></td>
<td>Cost per 1% of active ingredient @ $1.40 per gallon $0.04</td>
</tr>
</tbody>
</table>

Simple Logic
Much more active ingredient, much better performance, no plugging or sludge and BEET HEET® is less money!
It’s a no brainer!
32% CaCl$_2$ vs. BEET HEET®

32% CaCl$_2$ (Calcium Chloride)
- Total Sugar Content 0.0%
- Total Chloride Content 32.0%
- Total Active Ingredient Content 32%  (12.3% less vs. BHC)
- PNS Corrosion Value = 121  (717.5% more corrosive than BHC)
- At 7 gal/ton, 32% CaCl$_2$ treated salt melts about 27.5% less ice than BHC at 25°F.
- 32% CaCl$_2$ cannot reduce the albedo value of rock salt or brine! Albedo is the reflective value of an object. The lower the albedo value of rock salt and brine, the more solar radiation (heat) they can absorb and emit.

BEET HEET® Concentrate (BHC)
- Total Sugar Content >15.0%
- Total Chloride Content >21.5%
- Total Active Ingredient Content >36.5%  (14.0% more vs. 32% CaCl$_2$)
- PNS Corrosion Value = 14.8  (87.7% less corrosive than 32% CaCl$_2$)
- At 5 gal. per ton, BHC treated salt melts about 38.1% more ice than 32% CaCl$_2$ treated salt at 25°F.
- BHC reduces the high albedo values of rock salt and brine by as much as 50%! BHC transforms white rock salt and clear brine into radiation absorbers and heat emitters. This transformation is far more important than most snowfighters realize.

Conclusion
Because 32% CaCl$_2$ contains 12.3% less active ingredient than BHC and does not contain any sugar, 32% CaCl$_2$ treated salt melts about 27.5% less ice than BHC treated salt at 25°F. Therefore, 32% CaCl$_2$ users must use about 38.1% more salt to melt the same amount of ice as BHC treated salt. This means that 32% CaCl$_2$ users are discharging about 38.1% more chloride into their local environment than necessary. They're also spending about 38.1% more on rock salt than necessary.

Transitioning to BHC would allow current 32% CaCl$_2$ users to reduce their salt application rates by about 27.5% and still melt the same amount of ice as 32% CaCl$_2$ treated salt. They would also be reducing their chloride emissions and rock salt costs by about 27.5%.

Because 32% CaCl$_2$ does not contain dark sugar like BHC, (See page 4 of this booklet) it has no ability to transform rock salt or brine into radiation absorbers and heat emitters. This, along with a 27.5% lower ice melt capacity makes it impossible for 32% CaCl$_2$ to outperform BHC in the laboratory or in the field. Couple these performance shortcomings with the fact that 32% CaCl$_2$ is over 700% more corrosive than BHC, it’s very difficult to justify the use of 32% CaCl$_2$ over BHC.
ICE MELT CAPACITY - Treated Salt

**Treated Salt Ice Melt Capacity Test Results @ 25°F**

Modified SHRP 205.1 Ice Melt Capacity Solids
Advanced Laboratories, Inc. Salt Lake City, UT - Margin of Error 3.6%

Notice how BEET HEET Severe, a 50/50 blend of BEET HEET Concentrate and 23.3% NaCl brine, outperforms all the other non-BEET HEET deicers! Self-blended BEET HEET Severe costs as little as $0.70 per gallon when made with self-manufacture brine!

After 80 minutes BEET HEET Concentrate treated salt melts 28% more ice than 55% solids beet juice treated salt.

What took 55% solids beet juice treated salt 90 minutes to melt, took BEET HEET Concentrate treated salt only 40 minutes to melt!

**Treated Salt Ice Melt Capacity Test Results @ 15°F**

Modified SHRP 205.1 Ice Melt Capacity Solids
Advanced Laboratories, Inc. Salt Lake City, UT - Margin of Error 3.6%

Notice how BEET HEET Severe, a 50/50 blend of BEET HEET Concentrate and 23.3% NaCl brine, outperforms all the other non-BEET HEET deicers! Self-blended BEET HEET Severe costs as little as $0.70 per gallon when made with self-manufacture brine!

After 80 minutes BEET HEET Concentrate treated salt melts 45% more ice than 32% CaCl2 treated salt.

What took 32% CaCl2 treated salt 80 minutes to melt, took BEET HEET Concentrate treated salt only 35 minutes to melt!

After just 30 minutes BEET HEET Concentrate treated salt melts 124% more ice than 23.3% NaCl brine treated salt!
DESCRIPTION
BEET HEET® Concentrate is an organic based, corrosion inhibited, liquid deicer containing a highly refined carbohydrate concentrate, two exothermic chlorides and two non-exothermic chlorides. BEET HEET® Concentrate is a ready-to-use salt pre-wetting agent, and can also be blended with low cost 23.3% NaCl brine to create a lower cost, high performance, salt pre-wetting agent or direct application deicer/anti-icer.

ENVIRONMENT
BEET HEET® Concentrate and BEET HEET® Severe have passed the rigorous testing standards of the Pacific Northwest Snowfighters and are listed on the PNS Qualified Products List. BEET HEET® Concentrate is 99% biodegradable, and achieves the “readily biodegradable” criteria by day 8. The USEPA has screened the ingredients in BEET HEET® Concentrate and BEET HEET® Severe and has authorized both products to carry the USEPA Designed for the Environment label. No other salt pre-wetting agent in North America can reduce chloride emissions as much as BEET HEET® Concentrate and BEET HEET® Severe.

PERFORMANCE
BEET HEET® Concentrate and BEET HEET® Severe have greater ice melting capacities than 32% CaCl$_2$, 28% MgCl$_2$, and “beet juice” deicers, at all temperature ranges. BEET HEET® Concentrate and BEET HEET® Severe provide far superior anti-bonding and residual effects than 32% CaCl$_2$, 28% MgCl$_2$, and 23.3% NaCl deicers.

COMPOSITION
Highly refined carbohydrate, CaCl$_2$, MgCl$_2$, KCl and NaCl. >51% solids. <32% chloride content. >15.0% total carbohydrate content. BEET HEET® Concentrate contains 375% more exothermic chlorides, 400% to 1062% more carbohydrates, and 20% less water than a typical “super-mix” anti-icer/deicer. BEET HEET® Concentrate contains 56% to 214% more active ingredients than a typical 55% solids “beet juice” deicer.

TYPICAL PROPERTIES
Appearance Dark Brown Liquid
pH 6.0 – 8.0
Specific Gravity 1.28 – 1.30
Water Miscibility Complete
Lbs. Per Gallon 10.65 – 10.85
Odor Chocolate/Syrup/Coffee
How does BEET HEET® Concentrate (BHC) compare to other popular deicers when it comes to corrosion value?

- 32% calcium chloride is more than 700% more corrosive than BHC.
- 23.3% sodium chloride brine is over 500% more corrosive than BHC.
- A typical “super-mix” deicer containing 10% 32% CaCl$_2$, 15% beet juice and 75% 23.3% NaCl, is more than 400% more corrosive than BHC.
- Deicers containing beet juice and 23.3% NaCl brine are significantly more corrosive than BHC and they don’t even contain performance enhancing exothermic chlorides.

K-Tech uses all natural sugars to reduce BHC’s corrosion rate. Many, if not all, deicers claiming similar corrosion rates contain added chemicals to reduce corrosion values because they do not contain enough sugar to reduce corrosion values much. BHC contains no added corrosion inhibiting chemicals, just all natural sugar.
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® Concentrate treated salt, untreated rock salt is nearly 50% more expensive to use than BEET HEET® Concentrate treated salt! Similarly, 23.3% NaCl brine treated salt is also nearly 50% more costly to use than using BEET HEET® Concentrate treated salt! (see page 12)

This is the primary reason advanced agencies treat 100% of their rock salt with BEET HEET®, 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!

### Untreated Rock Salt Cost Calculator

**How much does untreated salt really cost?**

<table>
<thead>
<tr>
<th>Cost of Untreated Salt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tons of untreated salt used per season</td>
</tr>
<tr>
<td>Cost of untreated salt per ton</td>
</tr>
<tr>
<td>Total cost of untreated salt per season</td>
</tr>
</tbody>
</table>

### Cost of BEET HEET® Concentrate Treated Salt

<table>
<thead>
<tr>
<th>Cost of BEET HEET® Concentrate Treated Salt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tons of BEET HEET® treated salt needed to melt the same amount of ice</td>
</tr>
<tr>
<td>Cost of salt to be treated with BEET HEET® Concentrate per ton</td>
</tr>
<tr>
<td>Total cost of salt to be treated with BEET HEET® Concentrate per season</td>
</tr>
<tr>
<td>Gallons of BEET HEET® Concentrate required @ 5 gallons per ton</td>
</tr>
<tr>
<td>Cost of the BEET HEET® Concentrate per gallon</td>
</tr>
<tr>
<td>Total cost of the BEET HEET® Concentrate per season</td>
</tr>
<tr>
<td>Total cost of BEET HEET® Concentrate treated salt</td>
</tr>
<tr>
<td>Total saved by using BEET HEET® Concentrate treated salt rather than untreated salt</td>
</tr>
</tbody>
</table>

Untreated salt will actually cost your agency 48.6% more than BEET HEET® Concentrate treated salt!
Brine treated rock salt is nearly 50% more costly to use than BEET HEET® treated salt!

23.3% NaCl Brine  vs.  BEET HEET® Conc.

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

+  

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

=  

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

+  

BEET HEET® Concentrate  
$1.45 gal.  
Apply at  
5 gal. per ton  
$1.50 x  
5 gal. = $7.25

=  

BEET HEET® Conc. Treated rock salt  
$72.25 per ton  
(2,000 lbs.)

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

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

49.98% MORE costly

Cost of 1,219 lbs. of BEET HEET® Conc. treated rock salt  
$44.04

33.32% LESS costly

64.15% MORE salt

85.5% LESS costly

8.58% LESS costly

590.4% MORE costly

9.39% MORE costly

6.3% MORE costly
SALT STOCKPILE TREATMENT
BEET HEET® Concentrate
• Evenly apply to salt at 5 gallons per ton and turn until uniformly coated and colored
• Rock salt must have a moisture content of less than 1.5%
• If the salt’s moisture content is greater than 1.5%, apply at 4 gallons per ton

Benefits at 5 gal/ton
• Melts 65.1% more ice than untreated rock salt at 5 gal. per ton at 25°F*
• Melts 153.2% more ice than untreated rock salt at 5 gal. per ton at 15°F*
• Melts 38.1% more ice than 32% CaCl₂ treated salt at 5 gal. per ton at 25°F*
• Reduce salt application rates 28% at 25°F if transitioning from “beet juice” pre-wet.
• Reduce salt application rates 27% at 25°F if transitioning from 32% CaCl₂ pre-wet.
• Reduce salt application rates 39% at 25°F if transitioning from untreated rock salt.

SALT PRE-WETTING
BEET HEET® Blends
• Refer to the following blending and application rate chart.

<table>
<thead>
<tr>
<th>Deicer Blend</th>
<th>BEET HEET Concentrate</th>
<th>BEET HEET Severe</th>
<th>BEET HEET Moderate</th>
<th>BEET HEET Typical</th>
<th>Super Saturation</th>
<th>Super Saturation</th>
<th>Hyper Saturation</th>
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</thead>
<tbody>
<tr>
<td>Blend Ratio</td>
<td>% of BEET HEET Conc.</td>
<td>% of 23.3% NaCl Brine</td>
<td>% of 23.3% NaCl Brine</td>
<td>% of 23.3% NaCl Brine</td>
<td>% of 23.3% NaCl Brine</td>
<td>% of 23.3% NaCl Brine</td>
<td>% of 23.3% NaCl Brine</td>
</tr>
<tr>
<td>Suggested Application Rate (Gallons Per Ton)</td>
<td>5</td>
<td>10</td>
<td>12.5</td>
<td>15</td>
<td>16.5</td>
<td>20</td>
<td>25</td>
</tr>
</tbody>
</table>

Apply directly to salt in auger box or at spinner.

Benefits
• Melts up to 65.1% more ice than untreated rock salt at 25°F*
• Melts 153.2% more ice than untreated rock salt at 15°F*
• Melts 38.1% more ice than 32% CaCl₂ treated salt at 25°F*
• Reduce salt application rates up to 28% at 25°F if transitioning from beet juice pre-wet
• Reduce salt application rates up to 39% at 25°F if transitioning from untreated rock salt

SHOWERING SALT
BEET HEET® Severe (50% BEET HEET Concentrate, 50% 23.3% NaCl Brine)
• Do not shower full truck loads.
• Shower salt in the loader bucket before dumping into bed.
• Once showered and loaded, it should be fully dispensed without delay.
BEET HEET Users Guide Continued

DIRECT APPLICATION ANTI-ICING

BEET HEET® Severe (50% BEET HEET Concentrate, 50% 23.3% NaCl Brine)
BEET HEET® Moderate (40% BEET HEET Concentrate, 60% 23.3% NaCl Brine)
BEET HEET® Typical (33% BEET HEET Concentrate, 67% 23.3% NaCl Brine)

• Apply when surface temperatures are expected to fall below 32°F
• Apply at 15 to 25 gallons per lane mile depending on the incoming weather event

Benefits
• Melts up to 26.9% more ice than 23.3% NaCl brine at 20°F*
• Melts up to 19.8% more ice than a 10/15/75 “super-mix” anti-icer at 20°F*
• Melts up to 16.2% more ice than a S30/70 “beet juice” anti-icer at 20°F*
• Far superior anti-bonding properties allowing much easier snow and ice removal
• Superior residual properties reducing the number of applications per event and season

DIRECT APPLICATION DE-ICING

BEET HEET® Severe (50% BEET HEET Concentrate, 50% 23.3% NaCl Brine)

• Apply directly to ice and hard pack
• Apply at 35 to 45 gallons per lane mile depending on depth of ice or hard pack

Benefits
• Greater ice melt capacity than 32% calcium chloride at 0°F, 10°F, and 20°F*
• Melts 26.9% more ice than 23.3% NaCl brine at 20°F*
• Melts 19.8% more ice than a 10/15/75 “super-mix” anti-icer at 20°F*
• Melts 16.2% more ice than a S30/70 “beet juice” anti-icer at 20°F*
• Far superior anti-bonding properties allowing much easier snow and ice removal
• Superior residual properties reducing the number of applications per event and season

The data and information presented herein are based upon tests, research and reports which are considered to be reliable and accurate. The data and information are presented without warranty, guarantee or liability on our part, and are presented to the customer for his or her own consideration, investigation and verification. Because of numerous factors affecting test results, seller makes no warranty of any kind, express or implied, other than the product conforms to its applicable current standard specifications.

* Advanced Laboratories, Inc. Salt Lake City, Utah
Your RED HOT GREEN DE-ICER

**Your options**

Self-cut Concentrate

- Cut 1:1 with your brine to make Self-Blended “Super-Blends”
- Cut 2:3 with your brine to make Best Ice Melter Period!
- Cut 1:2 with your brine to make Concentrate Available!

Costing examples with self-manufactured NaCl brine at $0.10 per gallon:

- 50% NaCl Concentrate = $0.65 per gal
- 60% NaCl Concentrate = $0.55 per gal
- 67% NaCl Concentrate = $0.48 per gal

PRICES DO NOT INCLUDE FREIGHT