

# BEET 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.

BHC BEET HEET<sup>®</sup> Concentrate



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



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

85%  
LESS  
costly

+



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

+

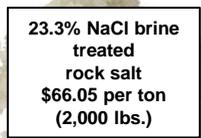


BHC  
\$1.45 gal.  
Apply at  
5 gal. per ton  
\$1.45 x  
5 gal. = \$7.25

590%  
MORE  
costly

8.6%  
LESS  
costly

=



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

=

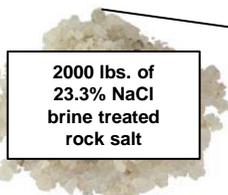


BHC treated  
rock salt  
\$72.25 per ton  
(2,000 lbs.)

9.4%  
MORE  
costly

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

64%  
MORE  
salt



2000 lbs. of  
23.3% NaCl  
brine treated  
rock salt



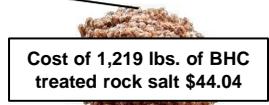
1,219 lbs.

39%  
LESS  
salt

49.9%  
MORE  
costly



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



Cost of 1,219 lbs. of BHC  
treated rock salt \$44.04

33.3%  
LESS  
costly

# ***BEET 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 BH (BEET HEET<sup>®</sup> Concentrate) treated salt, untreated rock salt is nearly 50% more expensive to use than BH treated salt! Similarly, 23.3% NaCl brine treated salt is also nearly 50% more costly to use than using BH treated salt!

This is the primary reason advanced agencies treat 100% of their rock salt with BH, no matter what the temperature is. Using untreated rock salt over BH 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 Salt Cost Calculator

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

#### Cost of Untreated Salt

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	<u>\$65,000.00</u>

#### Cost of **BEET HEET<sup>®</sup> Concentrate** Treated Salt

Tons of <b>BEET HEET<sup>®</sup></b> treated salt needed to melt the same amount of ice	605.4	
Cost of salt to be treated with <b>BEET HEET<sup>®</sup> Concentrate</b> per ton	\$65.00	
Total cost of salt to be treated with <b>BEET HEET<sup>®</sup> Concentrate</b> per season	\$39,351.00	\$39,351.00
Gallons of <b>BEET HEET<sup>®</sup> Concentrate</b> required @ 5 gallons per ton	3,027	
Cost of the <b>BEET HEET<sup>®</sup> Concentrate</b> per gallon	\$1.45	
Total cost of the <b>BEET HEET<sup>®</sup> Concentrate</b> per season	\$4,389.15	<u>\$4,389.15</u>
Total cost of <b>BEET HEET<sup>®</sup> Concentrate</b> treated salt		<u>\$43,740.15</u>
Total saved by using <b>BEET HEET<sup>®</sup> Concentrate</b> treated salt rather than untreated salt		<b>\$21,259.85</b>

Untreated salt will actually cost your agency **48.6% more** than **BEET HEET<sup>®</sup> Concentrate** treated salt!