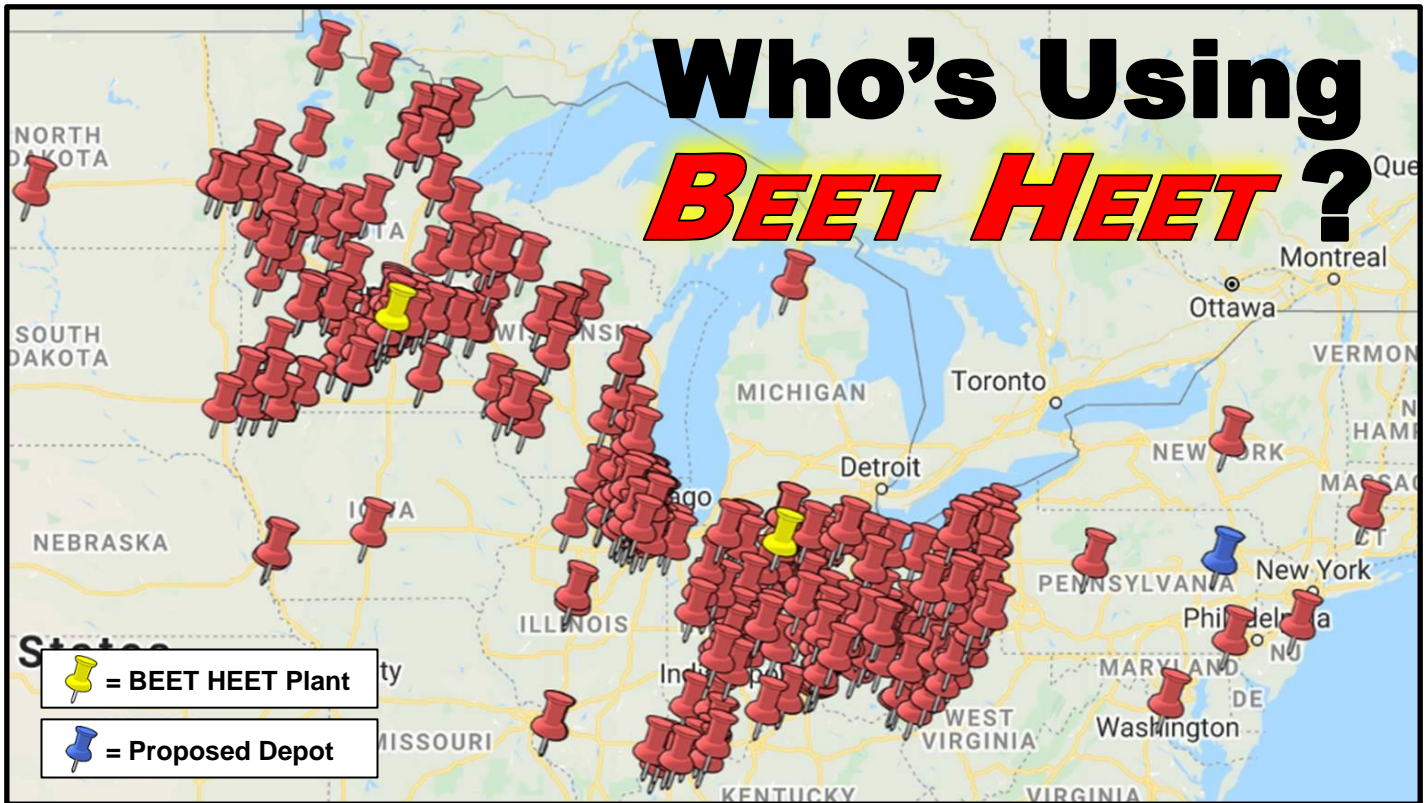


Who's Using **BEET HEET**?



- Some of the **largest agencies in North America** use BEET HEET (BH). 7 state DOTs/Tollways will be applying BH to their roads and highways this season.
- Some of the **most advanced agencies in North America** use BH. BH users have won the National APWA *Excellence In Snow & Ice Control Award* 7 times in the last 10 years.
- Agencies in/near some of the **coldest cities in North America** use BH. Those cities include International Falls, MN, Duluth, MN, Fargo, ND and Bismarck, ND. Users say BH treated rock salt is effective to -25°F night-time surface temps. Note: More than 100 agencies in MN and WI have transitioned to BH in just 2 seasons.
- Agencies with some of the **most intelligent snowfighters in North America** use BH. These snowfighters want the best performing liquid deicer because they realize:
 - Liquid deicer performance significantly affects their agency's overall costs.
 - Liquid deicers with low total active ingredient levels are weak ice-melters.
 - Liquid deicers with little or no sugar lack at least 10 important performance benefits.

Want to know more?

East of Iowa 1-260-585-0332

North of Illinois 1-260-615-5751