

BEET HEET[®]

Brine treated rock salt is nearly 50% more costly to use than self made **BEET HEET[®] Severe** treated salt!

64%
MORE
salt

1,000 tons at
\$75.00 per ton
= \$75,000

Brine Treated
Rock Salt

\$75,000

\$2,000

10,000 gallons of
brine at \$0.20
per gallon = \$2,000

\$77,000
Total Cost

48%
MORE
costly

39%
LESS
salt

609.2 tons at
\$75.00 per ton
= \$45,690

BEET HEET
Severe Treated
Rock Salt

\$45,690

\$6,336

6,092 gallons of self
made **BEET HEET**
Severe at \$1.04
per gallon = \$6,336

\$52,025
Total Cost

32%
LESS
costly



RETURN ON INVESTMENT (ROI)

**Self Made BEET HEET Severe Pre-wet
VS
23.3% NaCl Brine Pre-wet**

394%

Before Integrating BH Severe - BEET HEET Severe Treated Salt 10 gal/ton (projected)	
Current tons of salt being used per season	1,000
Gallons of 23.3% Brine required at 10 gallons per ton.	10,000
Total cost of rock salt purchases	\$75,000.00
Total cost of 23.3% Brine	\$2,000.00
Total cost in rock salt purchases, and 23.3% Brine purchases, if any	\$77,000.00
After Integrating BH Severe - BEET HEET Severe Treated Salt 10 gal/ton (projected)	
Tons of BH Severe treated salt needed to melt the same amount of ice	609
Gallons of BH Severe required at 10 gallons per ton.	6,092
Total cost of rock salt purchases after integrating BH Severe	\$45,689.66
Total cost of self made BH Severe at \$1.04 per gallon.	\$6,335.63
Total cost in rock salt purchases and BH Severe purchases	\$52,025.29
Savings by Integrating BH Severe - BEET HEET Severe Treated Salt 10 gal/ton (projected)	
Number of 25 ton semi-trailer loads of rock salt (sodium chloride) saved by using BH Severe	15.6
Net total savings realized on investment in BH Severe	\$24,974.71
Net total return on investment in BH Severe	394.19%
Rock salt reduction required using BH Severe to reach the BREAK EVEN POINT	9.84%
How much is your \$0.20 23.3% Brine actually costing your agency in lost savings (per gal.)	\$2.50
Your current material costs (rock salt & pre-wet) using 23.3% Brine are much higher.	48.00%