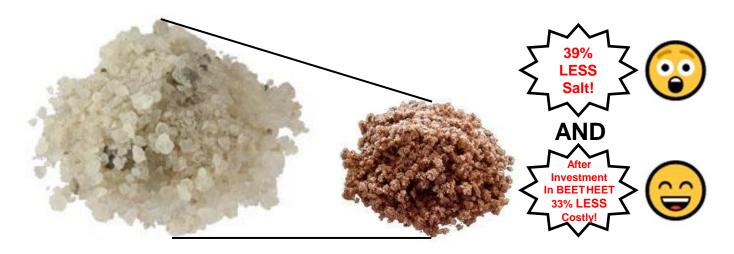
Concerned About Your Agency's Chloride Emissions?

It's easy to reduce chloride emissions by using the **BEET HEET** * Boost & Reduce Method.

You see, the better your rock salt performs, the less of it you need to maintain the same level of service.

Adding **BEET HEET** * to your untreated rock salt will **Boost** it's overall performance about 65%!

In turn, the added performance allows you to **Reduce** your rock salt application rate by about 39% while maintaining the same level of service!



The same principle applies when comparing beet juice, 32% CaCl₂ and MgCl₂ treated salts with **BEET**** treated salt, but to a slightly lesser degree.