BromMax™ Logistical Costs

Not only is BromMax a 37%-47% *better value* than other competitive products, let's look at additional freight costs associated with having to ship more product around the country.

Activities:

(1) Enviro Tech's **BromMax**: 1.476 sp. grav. = 12.3 lbs/gal (activity @ 10.2% as Cl_2)
12.3 lbs/gal x .102 = **1.25 lbs active**/gal

(2) Albemarle's **Stabrom**: 1.33 sp. grav. = 11.08 lbs/gal (activity @ 6.9% as Cl_2)
11.08 lbs/gal x .069 = **0.76 lbs active**/gal (37% *difference*)
1.25lbs BromMax ÷ 0.76lbs Stabrom = **0.63 equivalent**

(3) Nalco's **Sta-br-ex:** 1.32 sp. grav. = 11.0 lbs/gal (activity @ 6.0% as Cl_2)
11.0 lbs/gal x .06 = **0.66 lbs active**/gal (47% *difference*)
1.25lbs BromMax ÷ 0.66lbs Sta-br-ex = **0.53 equivalent**

Thus, one 650 lb drum of BromMax requires the following product equivalents:

(1) Albemarle **Stabrom**: 650 lbs BromMax ÷ 0.63 = 1,023 lbs Stabrom
(2) Nalco **Sta-br-ex**: 650 lbs BromMax ÷ 0.53 = 1,226 lbs Sta-br-ex

Freight costs are becoming substantial. Let's assume freight costs are an average of $0.12/lb for any of the products. Comparative <u>equivalent freight</u> costs for these products then are:

(1) Enviro Tech's BromMax: 650 lbs x $0.12/lb = **$78.00**
(2) Albemarle's Stabrom: 1,023 lbs x $0.12/lb = **$123.00**
Equivalent freight cost = $.19/lb (**increase of $0.07/lb**)
(3) Nalco's Sta-br-ex: 1,226 lbs x $0.12/lb = **$147.00**
Equivalent freight cost = $0.23/lb (**increase of $0.11/lb**)

Therefore, not only do you have to pay for 37% more product to equal BromMax (in the case of Albemarle's Stabrom), and 47% more Nalco Sta-br-ex product to equal the equivalent amount of BromMax, but you <u>*also*</u> have to pay the equivalence of $0.07 and $0.11/lb in additional freight and handling costs.

Don't forget, if you change out the drums, you only have to do it 40%-50% less often.
It's a "no-brainer".

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