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 Cl₂)
    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 Cl₂)
    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 Cl₂)
    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’s Stabrom: 650 lbs BromMax ÷ 0.63 = 1,023 lbs Stabrom
(2) Nalco’s 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 equivalent freight 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 also 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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