



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 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 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".