LET'S BREAKDOWN THE VALUE

Using proper application rates, the head-to-head "price" comparison of Ice Slicer to standard white salt is significantly different from initial impressions. For example, as illustrated in the chart below, if your delivered pricing is $40/ton for Ice Slicer, and $20/ton for white salt, but you are able to ***cover double the lane miles/ton with Ice Slicer,*** the actual delivered price per lane mile for each product is an identical $3.00.

This number only reflects price per ton. Ice Slicer comes with so many other benefits naturally built into the product that come at no additional cost.

EVALUATE ECONOMICS BASED ON APPLICATION RATES & COST PER LANE MILE

PURCHASE PRICE PER TON						
APPLICATION LBS/LANE MILE	**$20**	**$30**	**$40**	**$50**	**$75**	**$100**
100	$1.00	$1.50	$2.00	$2.50	$3.75	$5.00
150	$1.50	$2.25	$3.00	$3.75	$5.63	$7.50
200	$2.00	$3.00	$4.00	$5.00	$7.50	$10.00
225	$2.25	$3.38	$4.50	$5.63	$8.44	$11.25
250	$2.50	$3.75	$5.00	$6.25	$9.38	$12.50
275	$2.75	$4.13	$5.50	$6.88	$10.31	$13.75
300	$3.00	$4.50	$6.00	$7.50	$11.25	$15.00
350	$3.50	$5.25	$7.00	$8.75	$13.13	$17.50
400	$4.00	$6.00	$8.00	$10.00	$15.00	$20.00

COST
A TALE OF TWO SHEDS

Let's dive into a hypothetical story problem.
Shed A uses product X, for which they paid $/ton. This shed's average application rate is 400 lbs/lane mile and the driver routes cover 50 lane miles.
Shed B uses Ice Slicer, for which they paid $$/ton (double the price/ton). In storms identical to Shed A, Shed B uses an application rate of 150 lbs/lane mile. Driver routes cover 133 lane miles.

SHED A

PRODUCT X $/TON

+

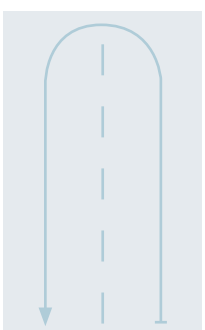
1 DRIVER

+

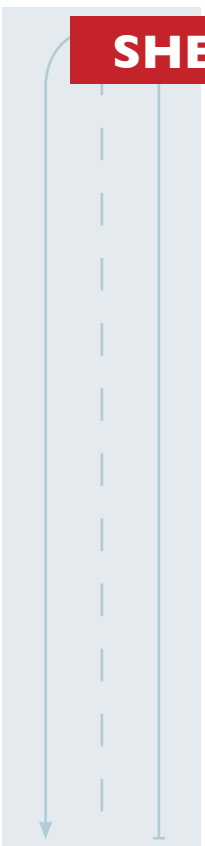
ONE 10 TON PLOW SPREADING *400* LBS/LANE MILE

=

50
TOTAL LANE MILES



SHED B



ICE SLICER $$/TON

+

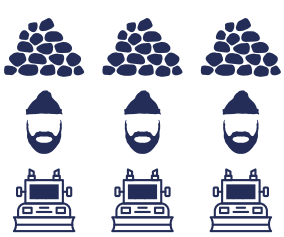
1 DRIVER

+

ONE 10 TON PLOW SPREADING *150* LBS/LANE MILE

=

133
TOTAL LANE MILES



WHAT'S THE DIFFERENCE?

In order for Shed A to cover the same lane miles as Shed B, they will need to use 3 drivers, 3 plows, and 3x the product.

Cost involves far more than price per ton.

YOUR TURN

What is your plow truck tonnage capacity? ____ **X 2,000 =** ____

÷

What is your application rate or lbs per lane mile? ____

=

TOTAL LANE MILES ____

Plug in your numbers and see if you are really reaching your potential for efficiency, performance, and cost effectiveness.