

WHY LUGR ENTERPRISES BEET 55 "JUICE" ANTI-ICING LIQUID IS YOUR OBVIOUS SNOW & ICE MELT CHOICE!

Methods of Snow and Ice Control available

Mechanical Removal:

Affected areas are gone over with snow plows, graders, or other vehicles with the intention of moving snow and ice off or to one side of the road, where they are left to melt/ pile up/ or be removed at a later date.

Cons:

Snow and ice must build up to a set level before removal equipment are dispatched. These levels impact drivers ability to drive safely, often resulting in accidents before cleanup begins. Piling of snow and ice on the side of roadways can begin to melt as temperatures fluctuate, with runoff draining back onto already cleared roadways, making for black ice and slippery conditions.

Salt & Sanding:

Affected areas are treated with a salt/sand mixture directly on top of snow and ice to provide traction and some melting action.

Cons:

Snow and ice must build up to a set level before salt/sanding vehicles are dispatched. The salt in the product is only effective up to -10C. When put down on roadways, salt and sand stay in the tire tracks for minutes, before vehicle traffic moves it to the edges and the middle of the lanes, rendering it ineffective. Salt and sand is flung from passing vehicles causing chips and cracks in windshields.

Calcium and Magnesium Liquids:

Affected areas are treated with a calcium or magnesium based liquid pre or post snow event. Products provide melting action once snow makes contact with a treated surface, or cuts through existing snow and ice pack when put down in a de-icing capacity.

Cons:

Calcium and Magnesium products are hydrophobic; they attract moisture to them if none is present. This can prematurely dilute the product and could potentially cause icy conditions. When in contact with snow and ice, products "burn" hot, turning snow and ice to water. This can be especially dangerous as if the product becomes diluted, allowing for the product and water to freeze, creating a dangerous driving surface. Watery areas are prone to tracking; bringing moisture and product to bare areas which in turn create more icy surface spots. Calcium products contain twice as many chloride ions as other ice melts, resulting in twice as much being released into the environment as runoff occurs.

LuGr Enterprises Beet 55 "Juice" Anti-Icing Liquid:

Affected areas can be treated pre or post snow event, either by direct liquid application, or by pre-wetting / stockpile treatment.

Pros:

Beet 55 "Juice" can be applied pre-event, will tack to the surface, ready to melt when snowfall occurs, days in advance if necessary. "Juice" is a sodium chloride based product, with up to 70% less chlorides than many existing calcium and mag based products. Our product creates a barrier between the surface and snow accumulation, inhibiting any snow/ice bonding to the road surface. This makes removal very easy, with less passes by equipment and a much clearer surface when plowing is finished. Beet 55 is also the only product on the market that can be purchased as a concentrate, allowing for contractors who make their own brine to customize their mixing levels, which maximize their ROI.

Quality and the Environment:

Beet 55 Juice is derived from sugar beets, a renewable resource, making it the environmentally friendly choice!

IT IS ONLY A TOOL, BUT USED CORRECTLY IS HARD TO BEAT!!!