



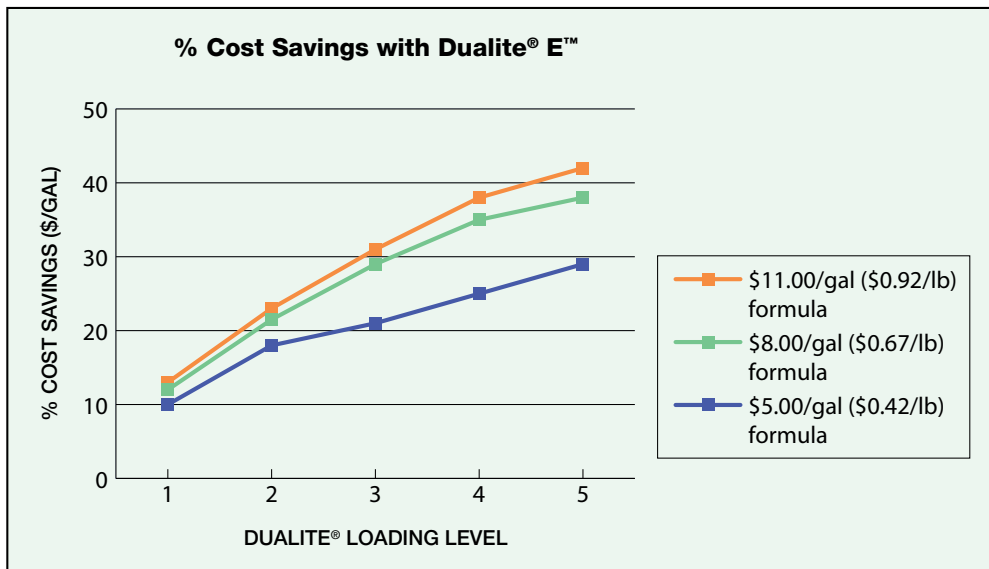
# Cost Savings with Dualite® E™

Using Dualite® E™ can result in significant cost savings for your formula. Because of its extremely low density, Dualite® E™ volumetrically replaces other, more expensive raw materials. The volume replacement ability of Dualite® E™ means that you must understand the volume costs of your current product.

To calculate the volume cost of your formula, simply multiply the weight per gallon (WPG) by the dollars per pound of the formula. Example: A formula at 12.0 pounds/gallon with a cost of \$0.92/pound would have a volume cost of \$11.04/gallon.

**FORMULA: pounds/gallon x \$/pound = \$/gallon**

The chart below demonstrates the percent cost savings of a 12.0 pounds/gallon formula with different raw material starting costs.



To calculate your own formula savings, Henkel can supply a spreadsheet math model that allows you to enter your own formula, raw material cost, and specific gravities.

Dualite® E™ provides cost savings by replacing expensive raw materials, but it can also help reduce shipping expenses and energy consumption.



Excellence is our Passion

Henkel Corporation  
 9 Furman Hall Court  
 Greenville, SC 29609  
 Customer Service: 1-800-521-1355  
 Phone: 864-232-3893, ext. 1104  
[www.henkelna.com/dualite](http://www.henkelna.com/dualite)