PRESS RELEASE
For Immediate Release

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The Cope Company Salt Obtains a Huge Private Salt Pile for Their Company and Customers

In an economic downturn, it sometimes seems impossible to stay ahead of the curve and to remain competitive. These caveats can scare companies and with the hit that small businesses are taking, the future doesn't always look bright. So how does a small business keep itself in the forefront of their industry without breaking the bank? By thinking big. The Cope Company Salt recently purchased an entire year worth of clean, high quality salt and unloaded it from a ship in Delaware. What does this mean for Cope? With a supply of salt readily available for Cope, they are able to keep their supply costs down and make themselves even more competitive in the marketplace. This is the kind of business move that shows boldness in a company and drives growth. This stash of salt is Cope's own private pile to pull from, which allows them to personally control the quality of salt before it is shipped out to their customers.

This might not seem like a huge deal, but to put it in perspective, less than a dozen companies nationwide own a private pit of salt, especially one of this quantity. This is a mark of Cope taking a huge step in their industry to provide the best product at the best price.

The Cope Company distributes bagged salt to local buyers for things such as ice melt, pool water, and basic water softening needs. But, this private pile will be used almost exclusively for their patented AUTOBrine® systems installed in over 100 locations in and around the Mid-Atlantic region. The AUTOBrine® is an automatic salt brine maker which takes loose solar salt and feeds it through water in order to produce 100% saturated, clean, salt brine. With a

completely automated system, the AUTOBrine® eliminates the storage and handling of salt bags. Cope's system delivers clean salt brine without the risk or hassle of manual labor and cuts down on environmental impact with the elimination of plastic and reduction of fuel. And now, with this recent purchase of salt, Cope can provide quality salt to their customers at a price that makes them hard to beat.

This may be an economic downturn, but small businesses like The Cope Company Salt aren't letting it turn them away.

For more information about The Cope Company Salt visit autobrine.com or contact KC Kramer, the AUTOBrine® sales manager at 717-390-8580 or kckramer@copecompany.com