

Maintenance Sales News Focus On

ICE MELTERS

Xynyth Manufacturing Corp.

XYNYTH Manufacturing Corp., known as an innovative manufacturer of quality ice melt products for the jan/san industry, continues its “green” focus with several key deicers. This includes new Arctic ECO Green Icemelter™ and Winter Warrior Runway Control™, along with the well-established Mountain Organic Natural Icemelter™.

“Our two new products have been in the incubation process for several years and are now available in the marketplace. They are providing excitement for both XYNYTH and its customers,” XYNYTH President Kevin Wice said.

Product benefits of the two new XYNYTH deicers discussed by Wice are:

■ **Arctic ECO Green Icemelter™** has been designed with the environment in mind, while also focusing on price. The product is layered with various ingredients to provide many different qualities, such as an anti-corrosive feature.

“There are many people in the marketplace today who want to buy environmentally friendly products. The challenge, however, is that a number of these consumers don’t want to spend extra money,” Wice said. “To answer this challenge, XYNYTH created Arctic ECO Green Icemelter™, using a special encapsulation process. We take sodium chloride and encapsulate it with CMA (Calcium Magnesium Acetate), which helps negate the negative side effects of the sodium. Then we multi-encapsulate the granules again with potassium acetate, so that every granule of sodium going into the ground is buffered by potassium, a major ingredient in fertilizer.

“By using sodium chloride, we are able to bring the cost of the product down. It’s not as high-end a deicer as our Mountain Organic Natural Icemelter™, but it is neutral to the environment and will not ruin the surrounding soil structure.”

Wice added that XYNYTH has been on the “green bandwagon” for over 20 years, and sees the desire for more environmentally friendly products continually growing; and,

■ **Winter Warrior Runway Control™** has been developed for airport runways and surrounding areas. According to Wice, there are many distributors located near airports who can now take advantage of this new XYNYTH product.

The company has spent the past several years developing Winter Warrior Runway Control™, while also receiving government approval in both the United States and Canada.

“We receive a lot of requests every year for a product that contains no chloride ions. These ions can cause the corrosion on metal, something you don’t want when it comes to the care of airplanes,” Wice said. “XYNYTH came up with this deicer in response. It’s an acetate/formate granular product. Not only is it biodegradable and environmentally friendly, but it’s completely non-corrosive.”

Meanwhile, XYNYTH has become well known over

the years for its mainstay “green” product — Mountain Organic Natural Icemelter™. The deicer is specifically designed to melt ice and snow effectively while posing no risk to users, pets, concrete or the environment when used as directed.

Fertilizer-based Mountain Organic Natural Icemelter™ begins working immediately after application and is effective to -23°C (-9°F). It also boasts an unlimited shelf life and is completely safe for those handling the product, according to the company. Wice said Mountain actually helps to repair damage caused by long-term use of envi-

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ronmentally harmful ice melters such as rock salt.

Wice cautions distributors and end-users, however, to be wary when purchasing just any product that features “green” claims.

“I have noticed an immense amount of “greenwashing” going on, even within the ice melt industry,” he said. XYNYTH produces a full range of ice melt products that can be viewed by visiting www.xynyth.com.

Although Wice said last winter started off a bit slow in overall ice melter sales as the industry supply pipeline was full during the beginning of the season, he cautions jan/san distributors that a different scenario may very well take place this winter.

“The industry should begin this season with a supply pipeline that will not be very full. Therefore, it’s important that distributors have an adequate supply of ice melter in place and ready to go,” he explained.

Wice added that several regions of the United States and Canada experienced large snow storms last winter but were absent of ice storm activity.

“Snow itself doesn’t necessarily translate into a lot of ice melter usage. Ice melter is more heavily used, however, after that snow melts during the day and refreezes to ice at night,” Wice said.

Although it’s not possible to know for sure how the upcoming winter will transpire, there are steps of readiness that should be taken by jan/san distributors and end-users alike. To help its distributor partners become prepared for the winter season, officials at XYNYTH send out “Are You Ready?” material that ask some important questions, such as:

■ **Do you have your source and supply in line, along with pricing?;**

■ **Are your early-booking orders in place?; and,**

■ **Are you offering an early-buy promotion for your customers?**

“Good distributors should be out there by at least September, talking to their end-use customers and pre-book-

ing orders,” Wice said. “They should also have some type of early-buy program in place, and it doesn’t necessarily have to be financial. Sometimes it can be a promotion where the distributor will offer a free scoop, spreader or storage bin. I even have one customer who has offered free warehousing in the past for the ice melter he sold.”

According to Wice, as a manufacturer, XYNYTH has always offered an early-booking program for the benefit of its distributor partners.

“We were one of the first companies in the marketplace to offer an early-booking program that didn’t necessarily commit distributors to purchase large volumes of product,” Wice said. “Pre-booking gives distributors the financial advantage of planning early. We increase the financial compensation incentive for distributors if they place their orders online via our website.”

Also available on the company website are various training options for customers. This includes educational materials, multi-media presentations, manuals and other tools for the benefit of distributor sales reps (DSRs). Although benefiting from these features does require a password, XYNYTH also has on its website the “Ice Melt Resource Center,” where anyone, including end-users, can click (without a password) and learn more about ice melters, in general, and the overall deicing industry.

“It’s specifically geared to provide basic ice melter information, such as the influence ice melters can have on the environment, concrete and pets,” Wice said.

Company officials are very hands-on when helping DSRs become properly trained on ice melter usage.

“We feel education and training are paramount and have invested a lot in resources in this effort,” Wice said. “XYNYTH provides everything from in-house sales meetings on the distributor level to helping DSRs with their end-user sales calls. We even have downloadable training modules in place, which allows the DSR to use training materials at his/her own pace.”

XYNYTH also offers an online database where customers can find more information about various ice melter products that have been third-party independently tested in a lab.

“It’s absolutely key that distributors know what is in the ice melters they are selling as well as those products they are going up against,” Wice said. “Providing this type of customer service is important for any company that wants to thrive in the marketplace today.

“XYNYTH remains involved in the entire life cycle of its products — from the point when they are manufactured, through the entire distribution channel and, ultimately, to their end-use.”

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