

ICE MELTERS

XYNYTH

Educating distributors and end-users about the differences and benefits of ice melter products is paramount at **XYNYTH Manufacturing Corp.**, well known for its **Mountain Organic Natural Icemelter™** and other deicers.

“The more knowledgeable a distributor sales rep is, the more successful he/she will become when selling ice melter, and the better informed his/her end-user customers will be,” **XYNYTH President Kevin Wice** said. “Education is key. We are involved in educating our distributors in so many ways — from in-house training meetings to seminars.”

For example, XYNYTH offers “Ice Melt University,” an online training program designed to further aid distributor sales reps. Meanwhile, for the consumer, the “Ice Melt Resource Center” is available on the XYNYTH website.

“It includes constantly updated educational materials and a question-and-answer section, addressing such topics as ice melt’s relationship with the environment, pets and concrete,” Wice said. “The Ice Melt Resource Center covers many questions people have asked over the years.”

Providing such services has been a critical part of the company’s success since its founding in 1986.

“We also participate in direct mail campaigns directed at distributors. This includes all kinds of educational material,” Wice said. **“We are a company that believes customer service comes first. At the end of the day, competition is very tough. There are a lot of other companies in the marketplace. We feel customer service is what sets XYNYTH apart.”**

“Case in point, our customers are very thankful that XYNYTH never ran out of product during last winter’s harsh weather. We delivered when our customers absolutely needed ice melter.”

Wice called the winter of 2013/2014 an “absolutely fantastic” year for his company’s ice melter sales.

“We have been in business for 28 years, and last winter provided record ice melter sales at XYNYTH,” he said. “We were one of the few manufacturers that didn’t run out of stock. XYNYTH was able to supply not only all of its customers, but many new clients as well.

“There were challenges with deliveries due to the weather. All of the supply trucks in the world can be ready to go, but they aren’t going anywhere if the roads are closed. This is up to the mercy of Mother Nature. Having said that, our customers were supplied.”

Providing better ways to melt snow and ice — while remaining environmentally focused — has also led to XYNYTH’s success. In fact, the company has become well known over the years for its mainstay “green” product — **Mountain Organic Natural Icemelter™**.

This 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.

“There remains a very strong following for the product 20-plus years after its introduction,” Wice said.

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 Wice. Due to its potassium content, Wice added, Mountain actually helps repair damage caused by long-term use of environmentally harmful ice melters such as rock salt.

Other ice melters from XYNYTH also provide jan/san distributors and end-users alike with products that not only work fast under harsh winter conditions, but are safer for the planet. This includes **Arctic ECO Green Icemelter™** and **Winter Warrior Runway Control™**.

“These two products are exciting for both XYNYTH and its customers,” Wice said. “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 attributes, such as an anti-corrosive feature.”

There are many people in the marketplace today who want to buy environmentally friendly products, Wice added. The challenge, however, is that a number of these consumers don’t want to spend extra money.

“To answer this challenge, XYNYTH introduced Arctic ECO Green Icemelter™ three years ago, 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 with potassium acetate, so that every granule of sodium going into the ground is buffered by potassium, a major ingredient in fertilizer,” Wice said.

By using sodium chloride, XYNYTH officials are able to bring the cost of the product down.

“It’s not as high-end deicer as our Mountain Organic Natural Icemelter™, but it’s neutral to the environment and will not ruin the surrounding soil structure,” Wice said. “One of the things that has made this product popular is the fact that Arctic ECO Green Icemelter™ is truly a manufactured item. Every granule is multi-coated. It’s also dyed green for better application.”

XYNYTH has been on the “green bandwagon” for over 25 years, and Wice sees the desire for more environmentally friendly products continually growing among both distributors, and their end-user customers. Further proof of the company’s desire for “greener” products can be found with the introduction three years ago of Winter Warrior Runway Control™. This deicer was originally developed for airport runways and surrounding areas, and meets both LEED (Leadership in Energy and Environmental Design) and FAA (Federal Aviation Administration) certification.

“We received a lot of requests for a product that contained 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.”

Wice said that not only is this ice melt product selling well among those in charge of airports, it’s becoming popular with other property managers looking to guard grounds and facilities from issues of corrosion. This includes metal manufacturing companies, transit platforms, bridge decks, ferry vessels, oil platforms and food processing plants.

“Winter Warrior Runway Control™ and Mountain Organic Natural Icemelter™ are both approved by the Canadian Food Inspection Agency for use in food processing facilities,” Wice said. “They can guard against corrosion in these plants, such as helping to protect expensive refrigeration units.”

A reformulated product being introduced this year by XYNYTH is **Arctic Orange™ Icemelter**. Wice said every granule of this deicer contains sodium chloride, potassium chloride and calcium chloride. It’s dyed a bright orange for proper surface application.

Although not considered a “green” deicer, Wice said Arctic Orange™ Icemelter offers a powerful, lower-end option. He added the product is effective to -29°C (-20°F).

Several deicers from XYNYTH are featuring a new look this year. This includes Mountain Organic Natural Icemelter™, which will sport updated graphics.

“We are also introducing new packaging for different products. For example, we are discontinuing the 40-pound pail option for Mountain, and replacing this with a 50-pound round pail,” Wice said. **“There are ice melters that will be available in both pails and bags, while we are doing away with boxes. The exception will be private label customers who request the box packaging option.”**

Wice feels the current North American ice melt pipeline is pretty empty for a lot of distributors and end-users, which means people will be thinking about these products earlier than normal.

“We are urging distributors to take a hard look at their supply line. I think a lot of people’s eyes were opened last season as to whether they were working with a reliable supplier or not,” Wice said. “It’s not uncommon to have two bad winters back-to-back. It has happened before and it can happen again.

“The feeling I am getting is that more distributors are cautious this year. They are preparing early, and taking the ice melt season very seriously.”

He added that not all ice melters on the market are the same. Distributors and end-users should particularly be aware of “greenwashing” by some manufacturers.

“There are no industry regulations in place to protect people from ‘green’ claims. Distributors should be aware of what suppliers are saying about their products,” Wice said. **“Integrity is the key.”**

Contact: XYNYTH Manufacturing Corp.,
122-3989 Henning Dr., Burnaby, BC, V5C 6N5 Canada.
Phone: 1-800-635-8423.
Email: sales@xynyth.com. Website: www.xynyth.com.