



HAPPY

NEW YEAR

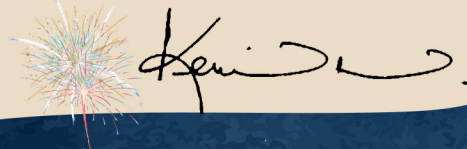
JANUARY 2025
Retail Edition

Wishing you a Happy New Year

As we embrace 2025, I want to express my gratitude for the energy, commitment, and creativity each of you brings to our team. Reflecting on 2024, we accomplished so much together—overcoming challenges and celebrating milestones that set the stage for an even brighter future.

This year is our opportunity to aim higher, innovate boldly, and achieve remarkable success. I'm excited to continue this journey with such an incredible team, and I'm confident 2025 will be a year of growth, purpose, and lasting impact.

Here's to a fulfilling and successful year ahead!



Push more on Arctic HEATX RoofTabs

Now that XVNYTH has showcased our newest product, Arctic HeatX at various trade shows, such as the ISSA, we can comfortably say the reviews are positive and our customers are excited to get their hands on it.

Please follow-up with your accounts. Minimum order is just 1 pallet. Any leftover product can be stored for next season. The customer can choose to sell it by the 10 lb box (48 rooftabs), by the case (4 boxes / case), or by the pallet (96 boxes).



Winter Warrior EnviroLEADER Fun Fact!

Winter Warrior Enviro Leader is a non-corrosive icemelter. It has a green dye for ease of application. Many large institutions are testing it around their facilities. One particular customer that has become a major adapter is a water treatment plant based out of Virginia. Our distributor did a great job on learning and then presenting the product to the plant, thereby securing business for several pallets at a time. As you know this product is expensive and contains a heavy margin. Certainly, the distributor is ecstatic about this sale.



Loyalty Program

At XVNYTH, our customers' loyalty means everything to us. Every year, we proudly honor those who have partnered with us for 10, 15, 20, 25, or even 30 years. As a token of our gratitude, we send a personalized letter, a beautifully crafted plaque, and a bottle of fine wine to show how much we value their trust and partnership. It's our way of celebrating their continued belief in our products and services, and we look forward to many more successful years together.

Rep Portal Updated

XVNYTH has always worked hard to leverage technology to make our sales team as productive and informed as possible. You already know this, from using our CRM. To that end, XVNYTH has recently made some "back end" updates to improve the efficiency and speed of our REP PORTAL that you interact with. You may notice some of the small changes the next time you log onto our system. We appreciated your patience while these updates took place as our system was down a few times. Now everything is back up and better than ever. If you are a newer rep for XVNYTH and would like some additional training on taking better advantage of our REP PORTAL and all it has to offer, please don't hesitate to reach out to us. We would be happy to walk you through the system again.

Stock Transition Update

We're excited to share that we're **85% complete** with the pallet configuration transition, designed to enhance efficiency and optimize inventory management:
44LB bags: Increasing from 49 bags/pallet to 56 bags/pallet
22LB bags: Increasing from 100 bags/pallet to 110 bags/pallet
Thank you for your support and understanding as we finalize these updates. This transition will help us streamline operations and better serve our customers. If you have any questions or feedback, don't hesitate to reach out!

Farmer's Almanac

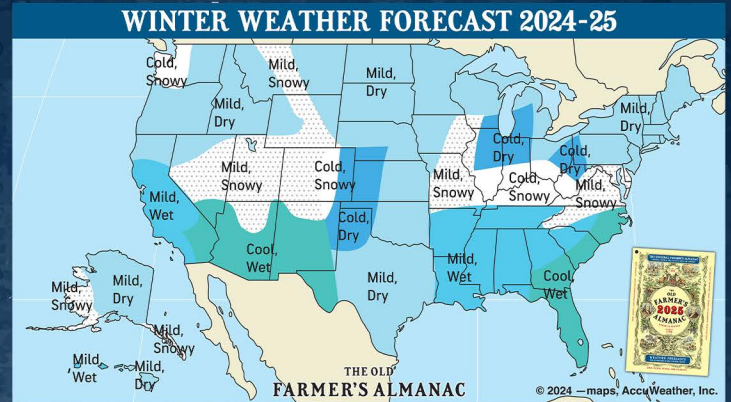
The 2024–2025 Winter Forecasts Are Looking Very Different Than Last Year according to the Farmer's Almanac. Temperatures will be up and snowfall down throughout most of the United States.

Heavy snowfall is expected in central and southern Appalachia, the western Ohio Valley, and the Rockies.

The 2025 Almanac predicts a winter with a “heart of cold,” forecasting big freezes and heavy snowfall in the central provinces, in Canada. Brace for below-average temperatures throughout the season.



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Vacation Alert

Taking time off is vital for your well-being and work-life balance, but it's equally important to make sure your absence doesn't disrupt the flow of work or affect your clients. By letting the company know about your vacation plans ahead of time, you're helping ensure the team stays on track and maintaining your professionalism. A little planning and communication goes a long way in making sure your time away is stress-free, and that both your clients are in good hands while you're out.

Before you book that vacation, be sure to give your respective Sales Team Member a heads-up, hand off any tasks, and help keep everything running smoothly!

Reminder: Totes Special Order

Reminder: TOTES orders require 5–7 days for preparation before they're ready for sale. Please encourage your customers to place their orders early to ensure on-time delivery and avoid potential delays.

Your proactive communication can make all the difference in providing a seamless experience for your customers. Let's work together to keep things running smoothly!

LTL Freight Available

To ensure accurate and hassle-free delivery for your customers, please allow at least 24 hours for us to provide an updated freight cost. When discussing delivery details with your customers, be sure to confirm:

- Pallet Jack requirements
- Power Tailgate needs
- Delivery to a commercial or residential location
- Receiving contact name and number

These details are critical for obtaining precise freight quotes and ensuring a seamless delivery experience. Thank you for your attention to these key points!

Airports Switching to Winter Warrior Runway Control

We are noticing an increase in demand for our Winter Warrior Runway Control icemelter from many airports, hangars and various facilities such as dams, legislative buildings and even the Pentagon.

This is due to the fact that, Urea is a nitrogen-heavy, granular fertilizer. Since it is approximately 46 percent nitrogen by weight most major airports have stopped using it for environmental pollution reasons.

WWRC is a non-corrosive product. The SDS and Technical data are easily available on our website. All sales reps have access to the testing report in the portal as well.

