

REP. UPDATE



RETAIL EDITION



FEBRUARY - MARCH 2025



Family Day - Office Closed

Family Day is observed on the 3rd Monday of February (Feb 17) in five Canadian provinces. Originating in Alberta in 1990 under former Premier Don Getty, it was proposed following his son's drug-related arrest. Despite Getty denying a direct connection, it is believed that this incident motivated him to create an occasion countering perceived erosion of family values. Aligned with the values of Alberta's pioneers, Family Day offers an opportunity for workers to spend more time with their families. It was introduced in Saskatchewan (2007) and Ontario (2008), later becoming a statutory holiday in British Columbia (2013) and New Brunswick (2018). **XNYNTH's office will be closed on Feb 17th, Monday, in celebration of Canada's Family Day. We will re-open on Tuesday, Feb 18th.**

Upcoming Tradeshow

 March 30 – April 3, 2025
 Orlando, FL

Indica Marketing Group is Canada's largest Industrial, Construction, and Safety Supply Group, uniting 500 Distributor Members with over 1,950 locations across Canada and the U.S.

If you're attending Indica 2025 or will be in Orlando, we'd love to connect! Let's chat about how the season went and explore new opportunities to boost your sales next year.

Warehouses Well Stocked for Season

All our warehouses are fully stocked with product. XNYNTH has taken a proactive approach this season to stay ahead of the possibility of tariffs possibly effecting icemelter sales. Therefore, our operations team has sent truckload upon truckload to warehouses to stock up on our most popular items. Our sales team is able to help fulfill orders and even offer substitutions if needed.

Farmer's Almanac

The coldest outbreak of the season will come during the final week of January into the beginning of February, when frigid Arctic air brings a sharp plunge in temperatures almost nationwide. What is the 2024–2025 Winter Forecast? Temperate is on tap for most of the country this winter, according to the Farmer's Almanac.

The 2025 Almanac predicts a winter with a "heart of cold," forecasting big freezes and heavy snowfall in the central provinces. The coldest temperatures will be found from the Northern Plains to the Great Lakes region. In addition, areas east of the Rocky Mountains and into the Appalachians will also trend colder.

Have your snow shovels and icemelter ready!



Online Ordering - New System

XNYNTH is pleased to announce that we are upgrading our Online Ordering System. We are moving to a cloud based system, from Omnify, to improve our service. We expect to go live with this system, Monday February 10, 2024. We anticipate the cut over to smooth and easy. There will be no learning curve for our customers, as it is very similar to our current system. Users will be issued a new password and will be notified by email, to make the transition as seamless as possible.

Icemelt Shelf Life

The biggest issue that affects the shelf life of ice melts is moisture. Some ice melts are hygroscopic in nature and contain calcium or magnesium chloride and exposure to moisture can solidify the products thereby destroying them. To best preserve the products, it is advisable to store the ice melts in a humidity-controlled area. However, given the quality of XNYNTH ice melts, users have little to no worry when storing our products because most of headline products do not contain calcium or magnesium. The quality of our products provide a next-to-endless shelf life making it easy for customers to use these products for years. It is still important to store the products properly by making sure they are properly sealed and stored.

Pallet Configuration Transition Update

We're happy to inform that we are 68% complete with the pallet configurations for our 44 LB and 22 LB transition:

- *44LB bags: From 49 bags/pallet to 56 bags/pallet
- *22LB bags: From 100 bags/pallet to 110 bags/pallet

We greatly appreciate your assistance in conveying this update to your customers and addressing any concerns they may have. Once the transition is 100% complete across all warehouses, we will send out an official notice. Thank you for your patience and support as we implement this efficiency improvement.



CRM Training Available

Our IT and marketing team has worked extensively to make changes to the CRM. These changes are designed to help the CRM be more efficient and friendly in use, for you, our outside rep. The new CRM is responsive and adaptive, making it mobile and desktop friendly. Should you require a CRM review, don't hesitate to contact your XYNYTH sales executive. Do go through our Youtube videos. These can be shared with distributors and their sales team in conjunction, a very powerful way of teaching product knowledge.

Rep Kits Ready: Confirm Your Details

We are in the process of preparing and sending out Rep Kits, and to ensure everything is delivered accurately and on time, we need your help. Please confirm and provide the following:

- Current Address:
- Current Mailing Address:
- Current Employed Roster: Include both Outside and Inside Sales Reps.

Providing this updated information ensures that: Your rep kits will be delivered directly and in a timely manner. All key sales reps (inside and outside) are equipped with the necessary tools for a successful season. Kindly email the requested details back to us at your earliest convenience.

Peavey Industries to Close All 96 Stores

Peavey Industries, the Red Deer, Alberta-based farm and hardware retailer, has announced it will close all 96 of its Peavey Mart and MainStreet Hardware locations across Canada. The company has entered creditor protection under the Companies' Creditors Arrangement Act (CCAA), and liquidation efforts have begun.

We understand these developments may affect our broader network and are closely monitoring the situation. We'll share any relevant updates as they become available. If you have questions or concerns, please reach out to your Xynyth management team.

Winter NOT OVER Yet

Winter is far from over. There's still plenty of opportunity to maximize orders from our customers. Even though we're experiencing a delayed winter this year, it's practical to remind them to stock up for unexpected snowfall. At XYNYTH, our Regional Sales Executives are ready to assist you with any sales opportunities that come your way. Warehouses are well-stocked with our products and we also have an array of powerful sales materials available at your request. Let's make the most of this winter season! Don't hesitate to contact us if you need any assistance.

Lead In with Groundworks Natural Icemelter, Use these Strategies

We know that our Sales Reps. play a crucial role in generating leads for XYNYTH. For that reason, we want to give you some strategies that will help you get sales:

1. Networking: Attend events, build a strong network of contacts. This will help sales reps connect with potential leads and build relationships that can lead to future sales opportunities. Trade-shows are a good example.
2. Cold calling: Make targeted calls to potential leads to introduce yourself and the product. It's important to have a clear understanding of the target audience and their needs.
3. Email outreach: Use email to reach out to potential leads. It's important to craft personalized, value-driven emails that grab the recipient's attention and demonstrate the value that your product offers.
4. Referral marketing: Encourage satisfied customers to refer new business to you. You can follow up with customers after a sale to ask for referring new business.
5. Lead generation tools: Utilize lead generation tools such as LinkedIn Sales Navigator to find and reach potential leads. These tools can help you target the right people, with the right message, at the right time.
6. Social media and XYNYTH webpage: Never hesitate to use the information located on our social channels. Leads can always learn more specific information about our ice-melters.

By following these strategies, we are sure you can effectively generate leads, build relationships with potential customers, and increase the chances of closing sales



Arctic HEATX RoofTabs Sample Request

Looking for more Arctic HEATX RoofTabs samples? If you need more samples to be used for demonstration please let us know so we can send you more to your location and so that we could be able to push more orders for our new product Arctic HEATX RoofTabs!