

We are Closed for Good Friday!

Good Friday occurs two days before Easter Sunday. It is the day when Christians commemorate the crucifixion of Jesus Christ, which plays an important part in the Christian faith. It is also a statutory holiday in all Canadian provinces and territories except Quebec, where it is partially observed. This day will be observed as a holiday and our Head Office will be closed on Friday, April, 18th. We will re-open on Monday, April 21st.

End of Season Feedback

Feeling like the sales process is a roller coaster with more downs than ups? We all have gone through times where reaching through to customers and getting the sale seems more challenging than other times. We want to hear from you, and we want to help! How can we do better to help you for the next season? Please let us know what challenges you are facing, and we will do our part to help. Our sales executives are your product and sales experts here at XNYNTH and are always willing to help you get the sales. Please remember to use all the resources available to you.

Rep Kits Arriving

Its that time of the year again and we are about to start a new season in a few months. With that being said, Rep kits are already on the way to your address and should arrive soon in preparation for the next season. Please do take note that the new pricing is not yet included on the rep kits that you will be getting but XNYNTH will be sending the updates as soon as available.



Retail Buying Decisions are NOW –


Every year XNYNTH does large scale marketing campaigns through both regular mail and email. Its now time to contact your Retail Buyers – for icemelters for the 2025-2026 season.


We encourage you to go through the CRM and look for your prospects that are making a Buying Decision before April 2025. If you have a large account that you need to target, give us a call and we will happily help you prepare content for a campaign to target Retail accounts.

Upcoming Tradeshows


We have some exciting tradeshows coming up! If you're in the area, make sure to stop by our booth—bring your customers or direct them to us. We'd love to catch up!


INDICA 2025 (Orlando, FL)

 Date: March 30 – April 3, 2025


 Booth #: O-7


APWA 2025 (Grand Rapids, MI)

 Date: April 6 – April 9, 2025

 Booth #: 425

DPA 2025 (Orlando, FL)

 Date: May 4 – 6, 2025

 Booth #: TBA



Let's make the most of these events—excited to see you and your customers there!

Next Season Pricing Delayed

With all the talk of tariffs, XNYNTH has decided to delay issuing our next season's pricing until, all the tariff variables are known. Good news for all our Canadian customers, the US Tariffs, will not affect pricing since almost all our raw materials are sourced in Canada, made by Canadians. We expect our pricing to be delayed about 30 – 60 days and should be out by the end of May.



Close OPEN OPPORTUNITIES in CRM

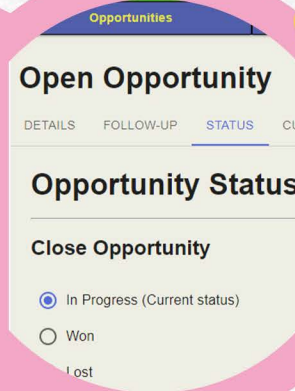
It's time to clear up your leads in the CRM. Look at the opportunities you contacted for the 2024-2025 season.

Mark them accordingly, and then let's close. This helps ensure an efficient CRM with data that is functional.

TOP 10 TARGETS to Close Next Winter Season –

Majority of our manufacturer reps did extremely well this winter season with not just campaigning to accounts, but bringing on NEW Accounts right till the tail end of winter.

We met several of you during our road trip, and at various industry trade shows. Our management team is now looking for your TOP 10 targets to close before Sept 15th, our EBD deadline. If you need assistance with marketing OR with making a presentation to a qualified lead, don't hesitate to contact our in-house sales team.



REP. UPDATE
April 2025
Retail Edition

Arctic HeatX – Now Available by the Case!

We're making it even easier to stock up on Arctic HEATX RoofTabs — they'll soon be available by the case!

- ◆ Perfect for bulk orders and frequent use
- ◆ Great value for your customers
- ◆ Convenient and ready for the season ahead

Make sure to spread the word to your customers, and stay tuned — warehouse availability details will be announced soon!

Product Feature: Arctic HEATX RoofTabs

Use the power of HEAT to keep you and others safe from falling ice!

- ✓ Effective to -31°C (-25°F)
- ✓ Generates heat on contact
- ✓ Easy to use
- ✓ Prevents costly damages and repairs
- ✓ Perfect for hard-to-reach areas



◆ Keeps You Safe

Arctic HEATX RoofTabs™ melt and eliminate ice dams on your roof, preventing icicles from falling and causing injury.

◆ Prevents Damage and Repairs

Avoid costly roof and gutter damage caused by ice build-up.

◆ Perfect for Hard-to-Reach Areas

Simply place or safely toss Arctic HEATX RoofTabs™ onto your roof, gutters, drains, or balconies to quickly melt ice and snow.

Product Training & Refresher Sessions

Whether you're new to XNYNTH or just need a quick update, we're here to help you stay confident and informed. Our product training sessions are designed to give you the knowledge you need to better understand our eco-friendly icemelters and how they work — so you can serve your customers with confidence.

- ◆ Stay up-to-date with product features and benefits
- ◆ Learn tips for proper application and storage
- ◆ Improve customer satisfaction with expert advice

Don't wait until winter's here — contact us today to schedule your training session and stay ahead of the curve!

Happy Earth Day from XNYNTH!

At XNYNTH, caring for the planet is at the heart of what we do. Our eco-friendly icemelters are designed to be safe for the environment, people, pets, and property — without compromising performance. From Enviro LEADER Icemelter to Groundworks Natural Icemelter, we offer green solutions that help reduce harm to soil, water, and vegetation. This Earth Day, let's keep making choices that protect our planet — today and every day.

We're on LinkedIn!

Stay connected with XNYNTH on LinkedIn for the latest updates on our eco-friendly icemelters, product news, helpful tips, and more.

- ◆ Be the first to know about new product launches
- ◆ Get seasonal updates and application advice
- ◆ See what we're up to at events and tradeshows

Follow us and let's stay in touch!

