



REP UPDATE

April 2026

RETAIL EDITION



Good Friday 2026

Our offices will be closed in observance of Good Friday.

Good Friday takes place two days before Easter Sunday and is a significant day in the Christian calendar, commemorating the crucifixion of Jesus Christ. It is recognized as a statutory holiday in all Canadian provinces and territories, except Quebec, where it is partially observed.

Our head office will be closed on Friday, April 3, and we will reopen on Monday, April 6.



Rep Kits Update: Less Paper, More Purpose.

In support of Earth Day and our sustainability efforts, XyNyth will be sending rep kits at approximately half the usual quantity this quarter. These kits include product catalogues, sell sheets, and presentation folders.



As part of this shift, XyNyth is going digital. Inside your rep kit, you'll find clear instructions on how to access, use, and share our digital materials, and guidance on when each resource is most effective.

If you still have current packaging, please reuse it whenever possible. Should you need additional rep kit materials, let us know we're happy to prepare what you need based on actual demand.-free, and non-corrosive. Application details are available in the Technical Data Sheet.

Buy Groups Needed



XyNyth is always looking at expanding the number of buying groups we work with. If you work with or know of any buying groups that we should reach out to, please let us know. Even better if you could share your contact at such a group with us. Everyone is wanting to save money, and being part of a buying group certainly helps with that, both for the members and us as the vendor. For a list of already active buying groups we sell to in your area, please do not hesitate to reach out to your sales executive here.

CRM Clean-up / Close lost opportunities

Its time to clear up your leads / opportunities in the CRM.

Open Opportunity

DETAILS FOLLOW-UP STATUS CURRENT SUPPLY

Opportunity Follow-Up

What was your follow-up?

Phone Call Email

Visit/Meeting Mail Out

Virtual Visit

Look at the opportunities you contacted for the 2026 season.

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

2026-2027 Pricing Soon

Several Our production plant will be announcing pricing soon for next season.

XyNyth offers competitive programs, in additional to pricing.

Our distributors enjoy hefty margins on our environmentally friendly icemelters



Retail Buying Decision is NOW



It is that time of the year, where buyers in Retail chains across the country start preparing for next winter season. This past season, many of you did a wonderful job and earned hefty commissions.

Time is now to reach out and

contact the Retail buyers and be listed in their product reviews. XyNyth did a tremendous job in fulfilling icemelter requirements for many distributors who could no longer get products from their suppliers.

Let's stay on top of the decision makers and close every opportunity possible.

Arctic Eco Green® 12 lb. Jug Discontinued



The Arctic Eco Green® 12 lb jug (200-60012, 4/case) has officially been discontinued from the XyNyth product lineup.

That said, if you have a customer with a specific MOQ requirement, please reach out to us. We're open to exploring potential options on a case-by-case basis.



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Our Catalog Now Interactive



Introducing our new Retail Catalog, now available in an interactive virtual flipbook. Built for flexibility, the new digital catalog is ideal for presentations, trade shows, and events, making it easier than ever to showcase our products anytime, anywhere. Easily share with clients and

partners by sending the links below:

- Retail Catalog: xynyth.com/sales/rc-fb

Google AI is Recommending XNYNTH

As the season wraps up, we are excited to share how new customers are discovering XNYNTH through Google AI search results. Recent keyword matches include:

- "Ecofriendly icemelter."
- "Icemelter that is safe for cement."
- "Icemelter that is safe for pets."
- "Icemelter that is safe for metal use."

One new customer shared this feedback: "FYI, I got XNYNTH's name through a Google AI response."

This is a strong signal that our messaging around performance, safety, and sustainability is resonating, and being recognized by next-generation search tools.



Google AI



Earth Day 2026

Earth Day takes place on Wednesday, April 22, 2026, marking its 56th anniversary.

This year's theme, "Our Power, Our Planet," emphasizes collective responsibility, long-term resilience, and the transition to a greener economy.

Individual action remains at the heart of Earth Day. Simple steps, such as planting native species, auditing home energy use, or switching to reusable products, can make a measurable impact when adopted at scale.

At XNYNTH, sustainability is more than a message; it is built into what we do. Our specialization in high-quality granular deicers provides a safer alternative to harsh chemicals that can damage soil, waterways, and infrastructure. As we **celebrate 40 years of XNYNTH**, this milestone reflects a four-decade-long commitment aligned with Earth Day values: protecting the planet while keeping people moving safely.



XNYNTH Steps Up

During this past winter, with the many storms that hit the East Coast, XNYNTH was proud to step up to help distributors with their supply where others could not. Many of our competitors either ran out of bags or raw materials, whereas XNYNTH did not. Having learnt from past experience, we typically keep close to 2 year's supply of bags on hand, just for such an incident. So in a busy year like we just had, we were sure to not run out bags. Secondly, since we are located so close to the raw material mines, the product is readily available in the quantities we desire. Although trucking was a concern, XNYNTH really did step up everyone's needs. Hopefully these new distributors will remember this, when it comes time to ordering for next winter season

Serious Freight Issues – At Large

With everything that is going on at the moment, the following activities are disrupting energy markets, raw material supplies and transportation, both locally and globally.



- The Middle East war that Trump started in February 2026 has sharply risen fuel prices, particularly the cost of diesel widely used to transport goods.
- The US current administration, has cancelled the trucking licenses of 200,000 immigrant truckers which is creating a real shortage of drivers in the market and further driving up pricing
https://apple.news/A_z7T05-TRDKzKTjOOqrxzg
- Some Canadian drivers are refusing to drive across the border, in fear of having to deal with any confusion surrounding ICE. This is adding to the shortage of drivers available and making it harder to get loads to market.

XNYNTH is considering for the first time, to adding a fuel surcharge to its invoice. The energy market is so volatile at the moment, that it is hard to predict where things will be in 4-6 months. While next season's pricing will be out in a couple weeks or so, we will keep you posted as to any fuel surcharge coming out.

Arctic Heat-X availability



Arctic HEATX RoofTabs use the power of HEAT to keep you and others safe from falling ice. It quickly melts the ice preventing ice dams and clearing drains, avoiding costly damage and repairs.

Now available in Case quantity (4 boxes / case) OR pallet quantity. Each box has 48 Rooftabs.