



REP UPDATE

May 2026



Retail Edition

Introducing Calcium Chloride flakes

At XNYNTH, we're always looking for ways to expand our footprint and provide options to our customers.

Good news, XNYNTH will be introducing Calcium Chloride flakes for the upcoming season.

Calcium chloride also acts as a dust control agent in the summer in addition to melting ice to low temperatures.

More news to follow once our source is complete.



Upcoming: DPA Safety Show 2026



Orlando, FL
May 17-19, 2026
Booth #TBC

This event gathers distributors and suppliers across safety, industrial, and janitorial sectors, making it an excellent platform for partnership development.

If you plan to attend, let us know we'd welcome the opportunity to connect. Trade shows like DPA are ideal for strengthening relationships and showcasing XNYNTH's eco-conscious, pet-safe, and high-performance ice melter solutions.

2026 - 2027 Season Pricing

A significant number of distributors have contacted our head office looking for pricing and product availability for next season.

This goes to show how well our customers know of our icemelters. They are aware we can supply products to them when our competitors run out or can't meet their demands. Pricing will be in the CRM and ready to download at the end of May. Contact our sales team if you need a refresher on how to download pricing from the CRM.

Calcium Chloride - Dust Control



Dust from unpaved roads can cause a lot of damage and potential safety hazards. The dust stirred up by vehicles can impair the vision of drivers. The loose gravel can also cause damage to your vehicles. Dust lifted in the air can cause damage to the surrounding area.

XNYNTH's Calcium Chloride acts as a dust suppression agent to help control the dust associated with unpaved roads and construction sites. Our Calcium Chloride comes in the 94% - 97% pellet variety.

XNYNTH's dust control product can be used on:

Construction sites, Unpaved local & provincial roads, Mining, construction site and forestry/timber haul roads, Quarries/mines, Parking lot surfaces, Access roads.

Creating Sales Success for 2026-2027 season

Many sales people struggle with the same issues: insufficient new business, stalled opportunities, and unreasonable expectations.

Here's a few practical solutions to drive sales growth this coming season:

- Consistency is key, when it comes to lack of activity and new account acquisition.
- Ditch the robotic spiel when it comes to prospecting. Engage the buyer by addressing their needs in an effective message.
- Create urgency with decision makers.
- Depict value by establishing yourself as the trusted advisor.
- Contact your XNYNTH team members to assess training and outpace the competition.

Sales Enablement: YouTube Training Resource

To help you and your team prepare for a successful season, we're sharing product training videos that can be easily distributed to your sales staff:

- [Mountain Organic Natural™ - Benefits & Features](#)
- [Arctic ECO Green® - Benefits & Features](#)
- [Arctic Orange™ - Benefits & Features](#)



These videos are designed to strengthen product knowledge, improve sales confidence, and support customer conversations.

We appreciate your continued partnership and look forward to building another strong ice melt season together.

Honoring Tradition and Remembrance: Victoria Day and Memorial Day



Victoria Day is celebrated across Canada in honor of Queen Victoria's birthday, marking an important moment in the nation's history and the unofficial start of summer. In Quebec, the holiday is observed as National Patriots Day

(Journée Nationale des Patriotes), recognizing the legacy of those who fought for political reform.

In the United States, Memorial Day, observed on May 27th, is a solemn occasion dedicated to honoring military personnel who lost their lives in service to their country. It is a time for reflection and remembrance, as Americans pay tribute to the sacrifices made in the pursuit of freedom and national security.

Arctic Heat-X Now Available

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.



APWA 2026 Show Recap - Strong Pipeline Ahead

Cleveland, Ohio | April 26-29, 2026 | Booth #624
APWA 2026 brought together key end-users and professionals in public infrastructure, including transportation, water, and waste systems. The event continues to be a valuable platform for education, accreditation, and industry advocacy.

XYNYTH had a highly successful show, generating a strong volume of qualified prospects that will help build our pipeline for the upcoming winter season. To support market alignment, end-user leads will be shared promptly with distributors in the respective regions.

Now is the time to engage early, secure opportunities, and position XYNYTH's environmentally friendly ice melters ahead of the season.

Fuel Surcharge Consideration - We Value Your Feedback

Ongoing global energy market disruptions, particularly tied to recent developments in the Middle East, have driven significant increases in fuel, raw materials, and transportation costs.



While XYNYTH has absorbed these increases where possible, we are now evaluating the introduction of a fuel surcharge as a first in our 40-year history. This approach would allow us to:

- Reflect real-time energy cost pressures
- Adjust pricing transparently
- Remove the surcharge once markets stabilize and return to pre-disruption levels

Since shipments for the upcoming winter season typically begin in September, we will continue monitoring conditions and reassess them closer to the season before making a final decision.

Your input matters, we appreciate your feedback as we navigate this together.

Rep Kits Delivered - Packaging Update

Your rep kits have been shipped and should now be in your hands.

To reduce unnecessary materials, sample packaging was not included, as there have been no updates or changes to current packaging designs.

If you require sample packaging for customer presentations or demos, simply let us know, we'll be happy to send what you need.



Tradeshow Display material available

Are you attending an upcoming tradeshow? Gear up for distributor shows with XYNYTH's sales materials!

For additional supplies, contact sales@xynyth.com and speak with your sales rep.

We have a variety of choices, from presentation kits, sample pouches, literature, catalogs, and more. Elevate your presence and make a lasting impression with XYNYTH's comprehensive sales support!