



2026



## Calcium Chloride for Dust Control



Many people use calcium chloride during the summer months to reduce dust on gravel roads and pathways. Calcium chloride is an effective dust suppressant because it attracts moisture from the air, helping maintain a consistent moisture level on the road surface. This creates a binding effect on fine particles in the gravel, stabilizing the road base and minimizing dust generation. The best way to apply calcium chloride is with a mechanical spreader to ensure even distribution. The appropriate spreader setting will depend on the size of the area being treated. Apply calcium chloride at a rate of 1 to 1.5 pounds per square yard for newly treated roads, and 0.5 to 1 pound per square yard for roads that were treated previously. For best results, apply the product to a moist surface, such as after rainfall or after the road has been lightly wetted by a water truck. Always wear appropriate personal protective equipment (PPE) when handling and applying the product and refer to the product's Safety Data Sheet (SDS) for detailed safety information.

## Happy July 1st and July 4th

Whether you're celebrating with poutine and red-and-white maple leaves on July 1st or firing up the grill and watching fireworks on the 4th of July, we at XYNYTH hope you have an incredible week of summer celebrations!



## Stock Shortages = Opportunity to Win New Business

Last season, many suppliers faced stock shortages and 4-6 week backorders, leaving customers frustrated and looking for alternatives.

XYNYTH was able to deliver when others could not, creating a strong opportunity to grow our customer base.

Now is the time to:

- Reconnect with prospects
- Contact customers affected by supply issues
- Position XYNYTH as a reliable primary, secondary, or backup supplier

Many buyers want to avoid last season's challenges, making this an excellent opportunity to build trust and win new business.



## Arctic Blue Icemelter – New & Improved Formula

We've upgraded Arctic Blue Icemelter with a new Quad-Blend formula featuring CMA for enhanced performance and value.

Benefits:

- Melts ice down to -32°C (-26°F)
- Improved melting power
- Blue dye helps prevent over-application
- Cost-effective solution for a wider range of winter conditions



The new Arctic Blue delivers stronger performance while helping meet the needs of more customers than ever before

## Print Pricing – For Your Prospects

2026-2027 pricing has been sent to active customers, making this a great time to engage prospects with tailored pricing through the XYNYTH REP Portal. How to Generate a Price List:

1. Log in to the Print Pricing – XYNYTH REP Portal
2. Navigate to XYNYTH CRM
3. Click the Customer tab → Select Accounts
4. Locate and open the appropriate account
5. Under Account Responsibility, select: Pricelist (or Pricelist with EBD, if applicable)
6. In the new window, click the printer icon
7. Choose your output:
  - a. Print directly, or
  - b. Change destination to Microsoft Print to PDF to save a digital copy
8. Save the file and share with your prospect



**Tip:** Visit Help Desk → FAQ → “How do I print a pricelist?” for additional guidance.

## EBD Program

Gentle reminder about our EBD program, as you're aware, this is a forecast.



When the distributor completes and hands in the EBD form, prior to Sept 15th, XNYNTH gives the distributor a 4% discount all season.

The EBD forecast helps us determine how much potential stock someone may order.

Unlike our competitors, who require the product to be delivered early, XNYNTH will honor the discount all season.

Great work to the team members who have already reached out and started to submit EBD forms for next season.

## 2026 – 2027 Farmer’s Almanac

According to ‘The Farmer’s Almanac,’ El Niño Is Expected to Develop Before Winter.

During many El Niño winters, the Pacific jet stream shifts farther south, often leading to wetter and stormier conditions across parts of the southern United States.

Increased moisture can also contribute to more active winter weather in colder regions when cold air is in place. Stay tuned as ‘The Old Farmer’s Almanac’ will continue monitoring how these climate patterns evolve



## Five Habits of Effective Salespeople



The best salespeople share a few key habits. Here are five of the most important:

- 1. Always Prospect** – Continuously generate new leads through networking, referrals, events, and outreach.
- 2. Connect with Decision-Makers** – Focus on building relationships with those who can make purchasing decisions.
- 3. Take Responsibility** – Own your results, learn from setbacks, and seek continuous improvement.
- 4. Act as a Consultant** – Listen to customer needs and provide valuable, informed solutions.
- 5. Follow a Proven Process** – Use a consistent sales process to manage opportunities and improve results.

## XNYNTH: Built in North America

A key advantage to highlight with customers:

- Manufactured in North America
- Warehousing across North America

This allows XNYNTH to provide:

- Greater supply reliability
- Faster turnaround times
- Improved responsiveness during peak demand



In today’s supply environment, local production and distribution matter more than ever and it’s a strong differentiator in your sales conversations.

Before the season, XNYNTH sent literature and samples to your address.

## Fuel Surcharges

With the international energy market disruption, particularly in the Middle East recently, significant fuel increases are affecting raw material supply costs and transportation, both locally and globally. While XNYNTH has tried to absorb some of those increases, it can no longer. For the first time in the 40 years of business, XNYNTH is considering adding a Fuel Surcharge to its invoice. This option is being considered as it can truly reflect the reality of the energy markets and can be taken off when fuel costs go back to “normal pre-Iran-war levels”. We are hopeful that this will happen in the next few months. Since we do not really start shipping product again until September, for the upcoming winter season, we will wait until to reassess the situation and see if a fuel surcharge is still warranted and what amount that would be. We will certainly keep you updated all through this process.



## SIMA 2026

XNYNTH’s sales team is attending 2026 SIMA (Snow and Ice Management Association) conference in Cleveland OH.

Website link for reference:

<https://show.sima.org/tradeshaw>

Anyone that conducts business with management / removal of snow and ice will be here. We’re looking forward to a great turnout and lots of leads!



## Vacation Season Reminder

As we move into summer, don’t forget to:

- Set your out-of-office (OOO) email reply
  - Ensure prospects and customers know who to contact in your absence
- Maintaining responsiveness, even while away, helps protect opportunities and reinforces professionalism.

