

EXHIBITOR CATEGORY INDEX

CLOTHING & SAFETY GEAR

- Custer Products Limited
- HiVis Supply
- Kujo Yardwear
- Mastermans
- Strauss
- Thunder Lighting Supply
- Visual Marking Systems, Inc. (VMS)

CONSULTING & INSURANCE

- Allin Rose
- Ansay & Associates
- Botson Insurance & Higginbotham
- Forge Ahead Consulting
- LandPro by NIP Group
- Ramblin Jackson
- Rich Arlington & Associates
- Spectrum Weather and Specialty Insurance, Inc.

CORROSION PROTECTION

- RHOMAR
- Automotive International
- Fluid Film
- Krown Rust Control

EQUIPMENT AUCTION, SALES & RENTALS

- Dig-It Rentals
- EXPRESS 4X4 TRUCK RENTAL
- Flex Equipment Rental, LLC
- Purple Wave Auction
- RECO Equipment, Inc.
- Russo Power Equipment
- TCB Equipment Leasing

HEAVY EQUIPMENT + ATTACHMENTS

- CASE Construction Equipment
- Caterpillar
- Diamond Wire Spring Company
- RECO Equipment, Inc.
- TrucBrush Corporation
- Adams Fertilizer Equipment
- Hitachi
- J&R Sheds and Equipment
- Kioti Tractor
- Pronovost (Les Machineries Pronovost)
- Normand
- Storm Equipment
- Stucchi USA
- Tracked Lifts
- US Equipment Exchange
- Ventrac
- Virnig Manufacturing
- Wolf America Wheel Loaders

ICE MANAGEMENT EQUIPMENT

- Buyers Products
- FISHER
- Hilltip Corp
- SnowEx
- Arctic Snow & Ice Products
- Bauman Manufacturing
- Cleveland Vibrator Company
- HLA Snow
- Midwest Air Drones

continues on next page

ICE MANAGEMENT EQUIPMENT

- Reinders, Inc
- Spyker Spreaders
- Adams Fertilizer Equipment
- Camion Systems
- Deicing Depot
- Discount Snow Stakes
- Dura Products
- Hiniker
- KAGE Innovation
- Les Machineries Pronovost
- Meyer Products
- Normand
- Russo Power Equipment
- SMITH
- Treca Snowmelters
- Turbo Technologies Inc.

ICE MANAGEMENT MATERIALS & STORAGE

- Eco-Shield
- Ice Solutions LLC
- Innovative Surface Solutions
- Kissner/Morton Salt
- Natural Alternative, Inc.
- PELADOW by OxyChem
- Reinders, Inc
- Advanced Turf Solutions
- Brown Equipment Company
- Central Chloride
- Chemical Equipment Labs
- Clear Way Salt
- Corrigan Environmental Solutions
- Cryotech Deicing Technology
- Dead Sea Works / K+S North America
- Eastern Salt Company
- Gaia Enterprises, Inc.

- GKW Enterprises
- Great Deal Products/Hot Pink Deicer
- Great Lakes Chloride
- Greystone Construction
- Headwaters® Deicing Products
- IBG MAGIC
- NSC Minerals Ltd.
- Quick Cover
- SCOTWOOD INDUSTRIES LLC
- STAR'S TECH
- SynaTek Solutions
- Tillson Brands Inc
- Turbo Melt
- Wind Defender, LLC
- XYNETH Manufacturing Corp.

MISC.

- Custom Truck Equipment
- Geneva Capital LLC
- SIMA Foundation
- Snow Hammer
- SnowCare for Troops

PLOWS, PUSHERS, AND ACCESSORIES

- Buyers Products
- FISHER
- Hilltip Corp
- SnowEx
- WESTERN
- Arctic Snow & Ice Products
- Arctic Snowplows
- BOSS Snowplow
- Diamond Wire Spring Company
- HLA Snow
- Metal Pless
- Pro-Tech
- Western Lehigh Services

continues on next page

PLOWS, PUSHERS, AND ACCESSORIES

- Winter Equipment
- Adams Fertilizer Equipment
- Evolution Edges
- Express Steel
- FallLine
- Hiniker
- KAGE Innovation
- Metal Pless
- Meyer Products
- MHL Blades
- PlowRubber.com
- Russo Power Equipment
- Salt Flap
- Seneca Mineral Company
- SNO-WAY INTERNATIONAL, INC
- Snow Mate
- SnowWolf
- Storm Academy and Storm Chasin'
- Storm Equipment
- Virnig Manufacturing

SERVICE PROVIDERS

- AJT Supplies
- EMCOR Facilities Services
- Landscape Design Concepts
- Case FMS
- Divisions Maintenance Group
- Evergreen Brands DBA National Facility Contractors
- Lessen
- MCS
- PHFM

SIDEWALK EQUIPMENT & ACCESSORIES

- FISHER
- SnowEx
- WESTERN
- ALTENA
- Discount Snow Stakes
- EarthWay Products
- Great Lakes Marking Products
- J&R Sheds and Equipment
- KAGE Innovation
- Mulch Mate/Dawson MFG
- OREC AMERICA INC
- Russo Power Equipment
- Thunder Lighting Supply
- Turf Teq
- Ventrac

SOFTWARE + TECHNOLOGY

- LMN by Granum
- Aspire Software
- Aurora Suite Enterprise
- BOSS by Integra
- EXT
- FolloSOFT
- Greenius by Granum
- LaunchPad
- Midwest Air Drones
- Yeti Software Inc
- Beam AI
- CrewVision
- Duranta
- Frost Solutions
- Glacier Ops
- GPS Fleet Consulting
- Include Software
- iWallet
- LeanScaper

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SOFTWARE + TECHNOLOGY

- Quanxiom Corp.
- SG Advantage
- Sitefotos
- SmartAsset
- SnowManager.com
- Storm Academy and Storm Chasin'
- UtilizeCore
- Viaesys Inc
- Vue Robotics

WEATHER SERVICES

- AccuWeather
- NorCast Weather
- Weather Command
- WeatherWorks



THE POWER OF X.

SEE WHAT MATTERS

EVO-X™ reveals what others miss.

Precision optics and intelligent technology put light exactly where it matters, delivering clarity, control, and confidence in every condition.

Additional benefits include 5-in-1 forward lighting functionality, Dual Burn® technology for enhanced beam control, and optional, industry-leading SmartHeat® technology.

J.W. SPEAKER 



Scan code to learn more about EVO-X



EXHIBITOR PREVIEWS



MIDWEST AIR

BOOTH 255

Midwest Air is bringing its drone application systems to the snow and ice management industry. The systems include spreaders for salt and urea and spray systems for brine and beet juice. The company also offers generators, trailers, truck skids, and reload support.

These drones will be perfect for large-scale snow removal in parking lots, wide open areas, and rooftops. These drones can hold over 150 lbs. of dry material and over 25 gallons of liquid product. Everything, including the trailer, is corrosion resistant.

DEAN
FISHER
INNOVATION
SCHOLARSHIP



SIMA
Foundation

 **GRANUM**

 **GREENIUS**
by GRANUM

 **LMN**
by GRANUM



GRANUM

BOOTHS 341 (LMN) AND 536 (GREENIUS)

Granum is built for snow contractors who are done guessing.

Do you know if you made a profit on snow last season? Most contractors don't, and that's expensive. With LMN and Greenius, you'll know your numbers and run winter like the business it is.

LMN prices snow work the way you bill it — per push, per inch, per event, per season — then manages routes, crew hours, site documentation, and profitability by job.

Greenius trains your crew fast with snow-specific courses on plowing, deicing, equipment, and route execution. Safer crews. Less rework.

Two booths. One conversation that changes your snow season.

SHOW SPECIAL:

3 months free plus free onboarding



**DEICER
ANTI-ICER
SUSTAINABLE**



GCDLIQUIDS.COM

GCD

BOOTH 507

The flagship of the GCD product line is ECO-SHIELD, a proprietary liquid deicer designed to “supercharge” traditional brine.

When applied as a pre-treatment, ECO-SHIELD prevents snow and ice from “freeze-bonding” to the pavement. As a stockpile treatment, ECO-SHIELD helps rock salt cling to the road surface, reducing “bounce and scatter” by up to 30%. This ensures the material stays where it is needed most, reducing waste and cost. Prewetting with ECO-SHIELD jumpstarts the melting process.

By bridging the gap between high-strength chemical deicers, eco-conscious solutions, and superior logistics, GCD provides a powerful weapon against winter hazards that is tough on ice but gentle on nature.

FEATURED SPOTLIGHT



AURORA SUITE

Aurora is the field operations platform built for residential and commercial snow contractors—trusted by 250+ businesses across Canada and the United States. With Aurora, you get:

- Routes built once, deployed in seconds
- Billing automated and done in under an hour, synced directly into QuickBooks
- Every property visit logged with service records and optional photo proof
- Customers rate every visit and tip their operator directly. Your best people earn more and stay longer
- Your customer base renewed in seconds with automatic follow-ups that close the cycle

What's included:

FleetView LIVE — Live GPS tracking. Customers see you coming and stop calling.

Aurora Rover (iOS & Android) — Turn-by-turn navigation, automatic clock-in and clock-out, property notes, and site maps.

Aurora Capture — Photo-verified proof of service, accurate timestamps, full liability protection

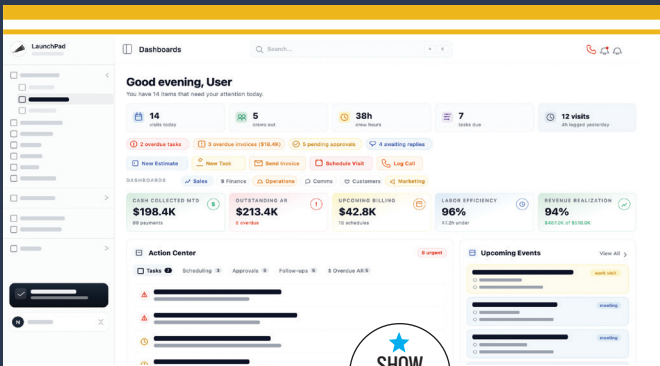
Aurora Academy — Dedicated training app so your team gets live fast and hits the ground running

AI Support Line — 24/7 call handling that logs incidents and dispatches crews without staff involvement

United Snow Pros — Access to a private network of 2,000+ snow and lawn operators building real businesses

Free demo: try.Aurorasuite.CA

FEATURED SPOTLIGHTS



LAUNCHPAD BOOTH 334

LaunchPad OS is a field service operating system for contractors who mow in summer and plow in winter — built for operators not tech wizards. One platform, both seasons. Same customer records, same property data, same crew app. Service times, salt and deicer logged, photos timestamped and geotagged at every stop — the documentation property managers ask for and insurance carriers expect. Close out events in days, not weeks. Unlimited crew access. Every feature at every tier.



SPYKER SPREADERS BOOTH 283

Spyker leads the snow and ice industry with premium spreaders for ice melt and winter materials, delivering precise spread patterns, rugged durability, and patented Variable Deflectors for unmatched control in harsh conditions.

NOKIAN[®] TYRES

HAKKAPELIITTA TRI

The first winter tire for tractors, **Nokian Hakkapeliitta TRI**, makes sure your winter contracting has all the grip and control you need — with or without studs.



HAKKAPELIITTA LOADER

The first winter tire for wheel loaders, **Hakkapeliitta Loader**, offers you speed, stamina and control. Unmatched grip and durability in the market — both winter and summer.



800.565.2525

nokianheavytyres.com

MG Small Load Truck & Trailer Vibrators



CLEVELAND VIBRATOR COMPANY

BOOTH 724

Cleveland Vibrator's MG-60LP, 80, and 200 DC truck and trailer vibrators keep materials flowing in snow, ice, and landscaping applications. These compact, rugged units reduce blockages, improve unloading, and boost productivity.

Symposium Code of Conduct

In order to provide all participants with the opportunity to benefit from SIMA events and activities, SIMA is committed to providing a healthy, safe, supportive and harassment-free environment for all conference attendees and participants, regardless of gender, gender identity and expression, sexual orientation, disability, physical appearance, body size, race, age or religion. We do not tolerate harassment of conference participants in any form. Sexual language and imagery is not appropriate for any conference venue, including educational sessions. Conference participants violating these rules may be sanctioned or expelled from the conference, without a refund, at the discretion of the conference organizers.



REDUCE YOUR DEPENDENCY ON SALT THIS WINTER

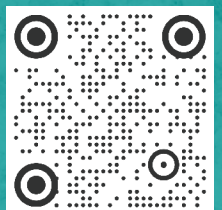


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SURFACE SOLUTIONS

Keeping you Safe from Highways to Driveways

ProMelt™
ESSENTIAL BRINE

ASK US HOW



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SPONSOR SPOTLIGHTS



Metal Pless

Booth 181

New Product Alert! The LiveBoxx Extendable is the newest innovation from Metal Pless. Expanding from 10 to 19 feet, it gives operators the flexibility to handle tight spaces, travel legally between sites, and clear large open areas with ease. One plow. Greater versatility. Maximum productivity.



Arctic Snowplows

Booth 381

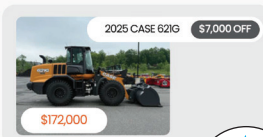
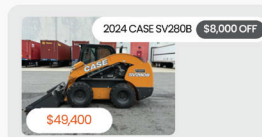
Since 1969, Arctic Snowplows has specialized in manufacturing snowplows and spreaders built for the toughest winter conditions. We produce the ONLY galvanized plow available, ensuring superior longevity and rust resistance. With a legacy of innovation and a customer-first approach, we deliver reliable tools to help customers confidently conquer winter's challenges.



Natural Alternative, Inc.

Booth 227

Our standard ice melt has 3x the melting power, works to -16°F and can be used on one-year cured concrete. Our 100% CMA is LEED-compliant, chloride free, and can be used on 30-day cured concrete. Our products are proudly made in the USA.



Dig-It Rentals

Booth 452

Dig-It Rentals is a nationwide equipment company offering low-hour, like-new machines with warranty. They help contractors be more profitable, standardize the fleet, and scale growth.

Snow Troopers

Booth 382

Snow Troopers is an on-demand snow and ice management platform powered by licensed U.S. Navy routing technology. Give your crews real-time route optimization, automated dispatch, and GPS-verified job completion to maximize throughput and eliminate backtracking during peak storm events.



SNOW TROOPERS
DON'T BE SCARED TO BE PREPARED

AJT Supplies

www.ajtsupplies.com

AJT Management delivers dependable, professional snow plowing and ice management services for commercial properties throughout the East Coast. Our experienced team provides 24/7 storm response, advanced weather monitoring, and reliable equipment to keep businesses, retail centers, and facilities safe, accessible, and operational during even the toughest winter weather conditions.



CASE Construction Equipment

Booth 703

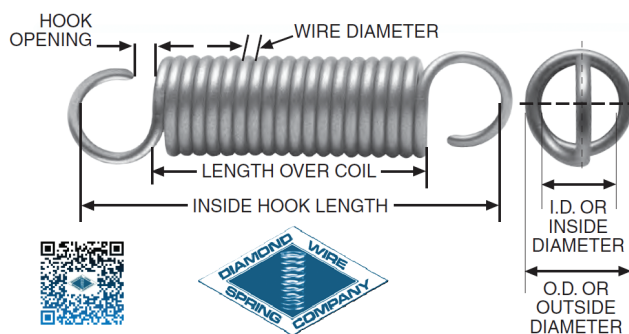
The CASE 321G compact wheel loader has a comfortable new cab with all-around visibility, seat-mounted EH controls and adjustable armrests. A skid-steer style coupler handles buckets, snowblowers and more. Rounding speed is 25 mph. The 74-hp engine does not require DEF or regeneration and key service points are ground-level accessible.



Buyers Products

Booth 187

An aggressive V-plow at an aggressive value! The stainless-steel SnowDogg VMXII is optimized for your 1/2-ton pickup truck. The Floating A-Frame allows the plow to contour the pavement, while the chain lift makes for easy stacking.



Diamond Wire Spring Company

Booth 527

Family-owned since 1939, Diamond Wire knows snow removal equipment parts such as the trip spring. We manufacture snowplow trip springs and snow removal spring parts for both commercial and municipal OEM plows. A member of the Snow & Ice Management Association (SIMA), we are here for you.



Reinders

www.reinders.com

Calibratable spreaders and trusted blended ice melters are winter essentials at Reinders. The Prizelawn PCD36S 100-lb. drop spreader and Spyker SPY80-1P 80-lb. broadcast spreader can be reliably calibrated for use with MeteorMelt -20°F and NoMoreIce 0°F. View calibration chart at www.reinders.com/spreader-calibration/.



Reinders

Calibrate for
**SMART WINTER
SIDEWALK MANAGEMENT**



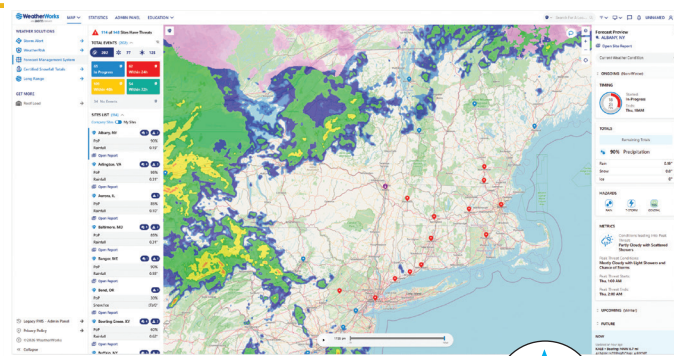


BOSS Snowplow

Booth 295

When it comes to winter, BOSS sets the standard. The SR MAG delivers unmatched versatility with a full lineup of attachments and quick-attach efficiency, while TEV trip-edge plows offer faster hookups, enhanced visibility, and smarter control. Upgrade your legacy and experience The BOSS Standard.

★
SHOW
SPONSOR



WeatherWorks

Booth 359

WeatherWorks' Forecast Management System (FMS) delivers interactive winter weather threat detection with real-time insights to enable proactive decision-making. Scheduled email reporting keeps teams informed, while advanced pavement risk analysis helps optimize treatments. By improving timing, resource allocation, and response strategies, FMS enhances operational efficiency and drives greater profitability for weather-sensitive operations. www.weatherworksinc.com.

★
SHOW
SPONSOR



Innovative Surface Solutions

Booth 570

Stop letting salt shortages and soaring prices ruin your business plan. ProMelt Premium Liquids deliver ready-to-use, on-spec ice control right to you. With ProMelt you can cut your salt usage by up to 50%. Protect your margins, guarantee your supply, and win the winter. Lock in your ProMelt delivery today.

★
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EXT

www.ext.tech

EXT helps landscape and snow companies simplify operations with estimating, scheduling, routing, invoicing, crew management, and customer communication tools in one platform. Built for companies of all sizes, EXT helps teams stay organized, save time, improve efficiency, and deliver a better client experience without juggling multiple systems.

★
SHOW
SPONSOR



OxyChem

Booth 352

PELADOW Calcium Chloride melts more with less time, cost, and waste compared to magnesium chloride. Melt 3X faster. Use up to 40% less product. Lower costs and increase profits. Decrease impact on turf grass.

★
SHOW
SPONSOR



Ice Solutions LLC

Booth 490

Arctic Armor is a cutting-edge, ready-to-use enhanced brine that works instantly to prevent ice and snow from bonding to surfaces. Our advanced formula is 55% less corrosive and is safe for concrete, pets, and plants.



Pro-Tech Manufacturing & Distribution Inc.

Booth 475

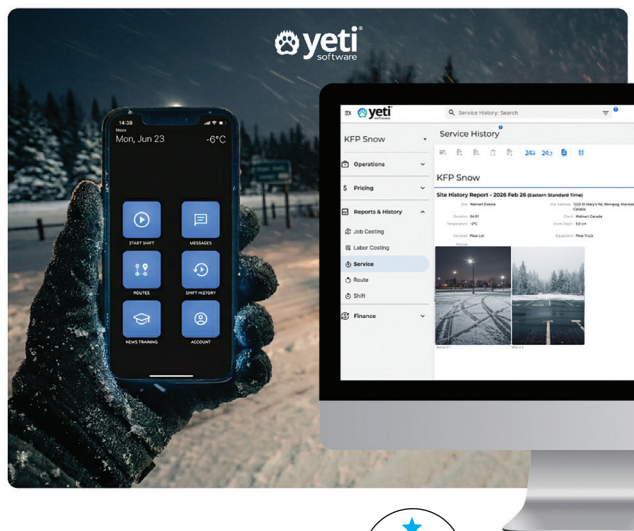
The Fusion Edge Sno Pusher is a sectional snow pusher that gives you the best of both worlds: incredible surface outcome (steel edge) and ease of use (rubber edge). Our ultimate goal was to give you the perfect combination of performance and durability all at a reasonable price.

duranta

Duranta

Booth 243

Duranta generates accurate measurements for snow and ice management in seconds. Duranta is used by the leading national and local facility contracts, with over \$6 billion worth of proposals contracted on Duranta's platform.



Yeti Software Inc.

Booth 469

Yeti Software was built specifically for snow removal and exterior maintenance contractors. It handles dispatch, crew tracking, subcontractor management, liability documentation, and billing — all in one platform. Run your winter operation with confidence, then keep the same crews and software running through summer. No switching. No starting over.



TCB Equipment Leasing

Booth 340

TCB Equipment Leasing is a nationwide equipment leasing company that specializes in providing snow and ice contractors with reliable, NEW equipment for winter operations. We supply skid steers, wheel loaders, plows, pushers, salt equipment, and specialty attachments to help contractors scale quickly during snow season without the burden of ownership. Our focus is delivering dependable machines, fast logistics, and flexible leasing solutions so customers can stay productive and profitable when winter weather hits.





TrucBrush Corporation

trucbrush.com/price/

Grow your business with the TrucBrush®, loader attachment to clear snow off trailer, truck, bus and intermodal container rooftops. Fast, effective, safer! New revenue generating service, plus great utilization of loaders. “We were awarded a large airport freight facility snow contract because of our introduction of TrucBrush.” (Outdoor Pride). Available in North America. Financing and rent-to-buy program for U.S. customers.



BOOTH #603

Western Products

Booth 603

Visit WESTERN Booth #603 and enter for a chance to win a PILE DRIVER fixed-wing pusher plow. Full entry details and contest information are available at the booth—stop by and register today!



Original MAGIC

* HIGH PERFORMANCE ICE MELT *

The Original Magic

Booth 463

One liquid used 4 ways: spray directly to the pavement, use in prewet systems, mix with brine, or spray your bulk rock salt. We started the treated salt industry in 1996. Let us show you how to increase your winter business profits by 40% without increasing your costs! Distributor opportunities available.



Fisher Engineering

Booth 155

The FISHER XRS Automatic Winged plow brings versatility with fast and easy hook up for both skid-steers and trucks. This rugged plow automatically retracts the inside wing when fully angled, then automatically returns to the scoop position once straight. Novice operators can maximize their performance with automatic wing placement at the touch of a button.





Hilltip Ltd.

Booth 113

SnowStriker SFT FLEX expandable snowplow for 2.5- to 5-ton tractors and loaders. Adjustable wings with powder-coated high-strength steel blade enable easy clearing of driveways and parking areas. Available in three models with working widths from 4'3"–9'6".



SnowEx Products

Booth 103

SnowEx Scrape Maxx Down-Force maximizes to-the-pavement scraping performance by applying downward force to break through hard pack. Standard on all SnowEx truck plows, it enhances back dragging and delivers commercial-grade performance on Light-Truck and Regular-Duty plows—without the need to upgrade to a larger vehicle or heavier plow.

Camion Systems

Booth 141

Take winter maintenance to the next level with the Brine Master 1600 by Camion Systems.

Now featuring a powerful, integrated gas motor, this innovative system lets you produce high-quality brine completely on the go. Maximize your fleet's overall efficiency, eliminate unnecessary downtime, and conquer icy roads safely, anywhere and anytime.



Arctic Snow & Ice Products

Booth 201

Twenty years ago, the Sectional Sno-Pusher™ from Arctic Snow & Ice Products hit the market – and revolutionized the industry. To commemorate, Arctic is unveiling a limited edition 20th Anniversary Sectional Sno-Pusher™ at SIMA. Celebrate 20 years of game-changing innovation with Arctic and score a complimentary Arctic 20 Years T-shirt (while supplies last).

Ansay & Associates

Booth 259

Ansay & Associates is a family-owned independent insurance agency, delivering integrated risk management, employee benefits, and personal and business insurance solutions. Founded in 1946, the agency helps clients secure, protect, and grow their American Dream through tailored strategies, innovative technologies, and long-term relationships.



Ansay & ASSOCIATES
Insurance & Benefit Solutions

PRODUCT SPOTLIGHTS



FolloSOFT

Booth 619

FolloSoft transforms the chaos of snow removal into a structured, high-performing operation. From contracts to dispatch and field tracking, the platform brings clarity, control, and real-time visibility — helping you reduce errors, improve service quality, and scale your business with confidence throughout the winter season.



Ventrac

Booth 423

Ventrac delivers innovative snow equipment solutions and offers versatile options for year-round use. From snow removal and sidewalk management to mowing and landscape maintenance, Ventrac's versatile compact tractors and attachments maximize productivity, efficiency, and return on investment while providing unmatched performance, comfort, and reliability in every season.

Storm Equipment

Booth 235

OEM of Phantom hydraulic wing plows and leading distributor of Arctic sectional pushers and Metal Pless wing plows. Full parts, service, and support for carried snow equipment.



Sno-Way International Inc

Booth 531

The Revolution™ HD Series 2 Snowplow is designed to provide maximum snow moving flexibility and capacity for 3/4 or larger. This 10 foot wide, 29 inch tall plow is designed to move more snow.

LeanScaper

Booth 123

LeanScaper is an AI platform built specifically for the landscape industry, based on proven systems developed by industry veteran Mark Bradley. It helps landscape business owners, office teams, and field crews make smarter decisions, improve operations, and drive growth with practical tools, proven strategies, and real-world insights tailored to the industry.





KAGE
EXPERIENCE DRIVEN
ATTACHMENTS

Kage Innovation

Booth 481

A Wisconsin-based attachment manufacturer of plows, pushers, cutting edges, laser guides, sprayers, blower paddles and shovels, KAGE relies on “experience-driven innovation” to develop time-saving patented solutions that improve profitability.

Les machineries Pronovost

Booth 587

Pronovost is a Quebec-based manufacturer specializing in high-performance snow removal and agricultural equipment. Known for durability, innovation, and reliability, Pronovost designs products built for harsh North American conditions. With decades of expertise, the company offers snowblowers trusted by municipalities, contractors, farmers, and equipment dealers across North America.

Pronovost



**ELEVATE YOUR
LIQUID**



Increase efficiencies and strengthen your margins when you Elevate Your Liquid IQ and introduce liquids to your fleet.

ELEVATE YOUR
LIQUID IQ



SAVE TIME



SAVE LABOR



SAVE MONEY



SAVE THE
ENVIRONMENT

WHAT ARE YOU WAITING FOR?

VSI
by BOSS SNOWFLOW

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Hiniker Company

Booth 149

Hiniker Company, based in southern Minnesota, has manufactured snow and ice equipment for over 30 years. We listen to your needs and design solutions that maximize operator efficiency. From pickup trucks to heavy-duty equipment, Hiniker delivers reliable products that reduce onsite snow removal demands. Reliable performance you can trust every season.



sitefotos

Sitefotos by Pahobee Technologies

Booth 420

Sitefotos is the easiest and most customizable end-to-end snow removal technology platform. What started as a photo app has grown to be the preferred full operating platform of the top 100 snow contractors. From measuring and estimating to unprecedented service verification, weather, fleet, api integrations and invoicing.

WANT MORE PRODUCT NEWS? *SIMA has you covered!*

Subscribe to SIMA's monthly Test Drive newsletter

Visit the Snow & Ice Resource Center's products section

Subscribe to Snow Business Magazine

Learn more and subscribe at resources.sima.org

NEUTRO-WASH™

Salt & Chloride Neutralizer

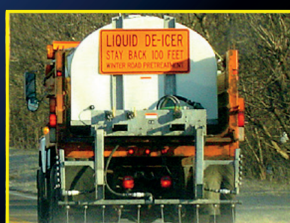
1.800.688.6221

rhomar.com

PROBLEM



Corrosive Salt



Extremely Corrosive Liquid Deicers



Expensive Equipment

SOLUTION



Watch a short video & learn more about NEUTRO-WASH™

