

What's 'hot' in snow and ice

Manufacturers want to keep you warm, dry and happy

BY VICKY POULSEN

Manufacturers in the snow and ice arena are pretty resourceful when it comes to designing and developing products that are multi-task oriented, less-fatiguing and can save the contractor time and money in the long run.

They also know that contractors want equipment that is accessory-friendly, so they can switch blades and other attachments in no time at all.

Fortunately for today's contractor, there is a huge array of equipment, attachments and products to choose from.

America West Environmental Supply, Inc.

Jason R. Mallon, Marketing Director
Product: Liquid de-icers

Key points: "ALL CLEAR is a clear liquid made from all natural sources that are non-hazardous that has no odor and indefinite shelf life.

On the horizon: "I believe you will see other points in the non-traditional liquid deicers but also upgrades of the standard material to reach to higher levels of performance."

Ariens Company

Carol Dilger, Corporate Marketing Services Manager
Product: Sno-Thros

Key points: "Cast iron gear case which prolongs the life of the machine, differential lock-out that locks both wheels for traction and dual handle interlocks for hands-free turning."

Hot picks: "The Ariens 1332 and 1336 professional model Sno-Thros are the most popular with landscapers. The 1332 clears paths 32" wide and the 1336 clears 36" wide walkways. The quick-turn chute rotation helps direct blown snow up to 45' away.

Ariens Sno-Thro ►

ASV Inc.

Brad Lemke, Director of New Product Development
Product: RC•30 All Surface Loader

Key points: "We heard more and more people talk about smaller machines that could fit into smaller, urban areas but still had an enormous amount of work potential—all at cost they could afford. Also, the smaller you can get, in terms of machinery, the easier it is to supplement hand labor."

Hot picks: "Our RC•30 is a powerful workhorse that is small enough to get into tight areas and won't damage any turf."

continued on page 44



The "Secluded Beach Vacation" you booked yourself!

continued from page 42

On the horizon: "I see rubber track machines getting to point where you have multiple models to choose from in terms of size and horsepower."

Boss Snowplow

Rick Robitaille, Marketing Manager

Product: Snowplows and accessories

Key points: "Dealers back their products by staying open when it snows. Dealer who stock parts and can service the product when the contractors are out plowing are patronized the most."

Hot picks: "Landscapers like multiposition plows because they save time. Many contractors claim that they cut their time in half but we think its more like 25% to 33% depending on what kind of jobs their doing. Lately we have been

seeing contractors buying more poly multiposition plows."

Uniqueness: "We offer a full line of multiposition plows in both multiposition and straight blade configurations and we offer both configurations in poly and steel."

Purchasing/finance trends: "Smaller contractors tend to own and operate their equipment. Larger contractors generally subcontract the work out but they oversee the work. The reason they do this is to keep their equipment costs down."

John Deere

Sean Sundberg, Lawn & Garden Product Manager

Product: WBSBs

Key points: "Crews are asking for a reliable product that starts on the first or second pull, that clears snow down to the pavement in a single swath and that is very simple to operate."

Hot picks: "The TRS21, TRS22 and the 724D are popular units for sidewalk clearing because they are smaller and more maneuverable."

On the horizon: "Toro is introducing their Snow Commander, which is a single-stage design that rivals the snow throwing capacity of a dual stage machine. You will see new engine options, smaller more powerful machines that are much easier to operate."

Dixon Industries

Mike Kadel, Marketing Manager

Product: Zero turning radius mowers

Key points: "Many landscapers survive the winter with snow removal work."

Hot picks: "Our zero turning radius mowers are highly maneuverable, and equipped with snow removal attachments, are perfect for moving snow, especially in areas where tight turning is beneficial like sidewalks and driveways."

DTN Weather Services

Dave Oberle, Director/Turf and Recreation

Product: Supplier of weather solutions,

providing data, forecast services, accurate real-time weather, and display systems

Key points:

"With our Storm Guard, a customer can download real-time radar to his Palm

Pilot or pocket PC. Users can use mobile phones when on the road to show them exactly where they're at in the storm or snow arrival and snow forth."

Hot picks: "Our DC7000 weather monitoring station is our most popular product. Users can instantaneously view real time radar right down to county level."

On the horizon: "New this month is our Weather Century which is a PC-based product which will sit on an individual's PC or laptop."

Fisher Engineering

John Murphy, Director, Sales & Marketing

Product: HD Series and EZ-V Snowplows

Key points: "Professional landscapers and property manage-



ment organizations are not afraid to pay more for products that they can rely upon to do the job."

Hot picks: "Our HD Series and EZ-V plows all for trucks in the 3/4-ton and one-ton segments continues to be our most popular selling models."

Uniqueness: "Unlike trip blade designs, our trip-edge blades won't dump their load of snow once the blade is full or an obstacle is encountered — requiring the operator to make a second pass."

On the horizon: "With the help of organizations like SIMA, the industry is becoming better organized. Members have a higher expectation of the equipment that they use, and we're gearing our product development to meet or exceed those expectations."

Grasshopper Co.

Ruthanne Stucky, Marketing Director
Product: Zero-turning radius commercial lawn mowers and all-season implements

Key points: "Landscapers ask for equipment they can use year round, that is equally maneuverable and productive in snow and on turf."



Hot picks: "Equipment that can adapt for sidewalk and driveway clearing is in demand. A system with interchangeable snow thrower, rotary broom and dozer blades provides the versatility required to deal with the vagaries of winter weather and enables the contractor to respond quicker."

Uniqueness: "Grasshopper's QuikConverter design creates ease of implement attachment."

On the horizon: "A combination of effective compact implements with zero-turning-radius maneuverability is the wave of the future."

Hiniker Co.

John Berlowski, Sales Manager
Product: Snowplows

Key points: "Plow designs have changed to meet those needs and improve profitability. There are more specialized plows than ever before including V plows, backdrag plows and snow boxes."

Hot picks: "Our C-Plow combines the functions of a conventional reversible plow and a backdrag plowing system into a single unit."

Uniqueness: "When configured in the backdrag mode, the cutting edge of the C-Plow has a rearward angle of attack improving surface cleaning. As with all our snowplows, the Quick Hitch is standard. The system allows the complete snowplow assembly to be mounted and removed from the truck in one piece."

On the horizon: "Efficient electrical systems

will be needed on snowplows. The increased functions available on the new plows create a higher draw on the truck's system."

JRCO

Jim Schweigert, President
Product: Commercial mower attachments

Key points: "Landscapers use our attachments on their zero-turn mowers to decrease time and increase productivity."

Hot picks: "One of our most popular attachments is the JRCO electric broadcast spreader that can be used for ice melt products as well as fertilizer, seed and insecticides."

Uniqueness: "We offer seven front-mount attachments for commercial mowers that quickly attach with clevis pins to the same JRCO mount bar."

Natural Solutions

Mike Klasek, CFO
Product: Ice Ban and liquid anti-icers and deicers

Key points: "Many people are learning about environmentally friendly liquid anti-icing and deicing products. These products allow landscapers to put product down in advance of, during, or after the snow storm. The obvious appeal is the ability to spread out the work and acquire more customers with the same equipment. That's money in their pockets."

Hot picks: "Ice Ban products to pre-treat rock salt for anti-icing and deicing purposes. They are also asking for liquid anti-icers and de-icers such as IceBan Summit, Performance Plus and Ultra which can be used in direct spray applications in advance of an approaching storm."

On the horizon: "The PNS and ASSHTO environmental standards for deicing products have been adopted throughout the highway and municipal markets and are raising the bar for everyone."

Venture Products

Lloyd Shankel, National Sales Manager

Product: Ventrac Compact Articulating Tractor (C.A.T.)

Key points: "The landscaper today wants a machine that will do more than mow and still be fast and efficient."

Hot picks: "Our Ventrac Compact Articulating

Tractor C.A.T. not only will mow quickly and efficiently, but can be used 360 days of the year. It can perform all the jobs required by a landscaper, from mowing, mulching, seeding, tilling, trenching, snow removal, ground preparation and more."

Uniqueness: "Armed with an arsenal of over 25 Quick-Attach attachments, landscapers now have a machine that works for them every day all year long."

On the horizon: "The industry has available to it more technology than any other time in history. In the next year

you will see many new designs and changes."

Simplicity Manufacturing, Inc.

Troy Blewett, Corporate Communications Manager

Product: Snow-clearing attachments

Key points: "Landscapers cannot afford downtime."

Hot picks: "Landscapers use the Simplicity single-stage walk-behind snowthrower to clear walks or to clean-up in front of garage doors, etc., after they've finished plowing. The single-stage works efficiently and is light enough for one person to load and unload from a truck. Ferris Industries offers a commercial three-wheel rider with an out-frontdeck that changes out for winter use to either a snowthrower, snow blade or snow broom."

On the horizon: "Operator comfort is becoming more important. A comfortable Operator stays on the equipment longer and is more productive."

Daniels Box Plow



Steel Trip Edge cleans hard packed snow and ice better than a rubber edge!



- Patented Trip Edge
- Replaceable cutting edges
- Individual sections that trip
- Clean down to pavement
- Superior Back Dragging
- Snow guard increases capacity
- Bucket Mount or Quick Disconnect
- Daniels quality rugged construction
- Multiple sizes available 10' to 32'

DANIELS
Box Plow

847-426-1150 • Fax 847-426-1171 • www.danielsplows.com

Circle 124



Snowman Snowplow, Inc.

Ed Altheide, President

Product: Snowplows

Key points: "Landscapers are looking for products that offer productivity and are dependable."

Hot picks: "We see contractors running trucks with the front and back blade combination because of the efficiency they gain by adding a back plow. The driver eliminates all backdragging and turnaround time when they have a backplow. It's great for driveways, condos, circle drives."

Uniqueness: "Our Snowman models have a patented spring trip release that protects the plow and vehicle when encountering hidden objects."

On the horizon: "Closer attention by the auto industry will be given to trucks and SUVs that can have front snowplows mounted on them. Light front axle weight capacity trucks will become accustomed to using power angle pull plows that hook up to the vehicles' receiver hitch. Snow removal with these vehicles will be done without a front plow."

Walker Manufacturing, Inc.

Bob Walker, president

Product: Zero-turn radius riding mowers

Key points: "Landscapers want mowers that can be used for a multitude of tasks."

Hot picks: Versatility is key because landscapers want a piece of equipment they can use all year round."

On the horizon: "There are interesting advancements going on with engines. We

were fortunate to start with Kohler engines, introducing fuel injection in small engines. These small, fuel-injected engines improves starting in cold weather."

Western Products

Dan Bousman, Sales and Distribution Manager

Product: Western Snowplows

Key points: "Landscapers are looking for snow and ice equipment that is both durable and can perform multiple tasks."

Hot picks: "The Western MVP is an adjustable V-type plow that allows operators

to tackle many different snow removal jobs and finish them much quicker than a traditional straight blade plow. When put in the scoop position it can carry a large amount of snow the full length of a run and significantly reduce the number of passes needed to clear a parking lot."

Uniqueness: "We recently introduced our new UltraMount attachment system. Because of the UltraMount's unique pivot bar construction, the operator can drive into and attach the plow, even if the plow or the truck are on uneven surfaces. Also the attachment process is extremely simple. It takes only seconds, and there are no loosepins to deal with."

We Not Only Raised The Bar...

We Made it PIVOT too!

FINALLY. A better way to attach your snowplow, even if you've left it on uneven ground. Our New UltraMount® System has a rotating PIVOT BAR that keeps the attaching points level so you get accurate drive in alignment always! There's really nothing out there like it.



www.westernplows.com

Circle No. 123 on Reader Inquiry Card