



**SUBZERO**  
SNOW AND ICE TOOLS

# WORLD'S #1 SELLING WINTER CARE BRANDS™ **FOR GOOD REASONS**

## UNMATCHED EXPERTISE

Subzero® and Mallory® offer more than 100 years of experience in the winter category, consistently providing consumers with effective solutions to snow & ice removal.

## GLOBAL SUPPLY CHAIN

With offices located across the Canada, USA, and Asia you can be assured that you are getting the best quality, most cost effective products on the market.

## INNOVATIVE PRODUCT

Subzero and Mallory are committed to continuing the development of the most innovative, high performance wintercare products possible.





13929

### Faux Fur Scraper Mitt

12  
pcs.

OPEN STOCK

TRAY PACK

CLIP STRIP

SIDE KICK

13929

- Elegant faux rabbit fur creates a high perceived consumer value
- Ultra soft polyester lining provides warmth and comfort
- A perfect gift item



Available in Assorted Colors

13920

### Premium Ice Scraper Mitt

12  
pcs.

OPEN STOCK

TRAY PACK

CLIP STRIP

SIDE KICK

13920

12  
pcs.

CLIP STRIP

13920S

- Quilted outer layer for exceptionally soft feel
- Cotton core and fleece lining for extra warmth and comfort
- Durable scraper breaks through the toughest ice

# RELENTLESS INNOVATION...



## Ice Chippers

The addition of aggressive ice chippers to many blades assist in removing tough ice when using the corner. These more robust chippers help prevent blade breakage.



## Curved Power Pole™

The Curved Power Pole™ solves the consumer problem of clearing ice while reaching across the windshield. This innovation gives consumers the proper angle of attack to remove ice at a distance.



Assorted Colors



S24-994

### 10" MAXX® XS Ice Scraper

24  
pcs.

OPEN STOCK

TRAY PACK

CLIP STRIP

SIDE KICK

FLOOR DISPLAY

PALLET

S24-994

- 10" Wide scraper allows for quick and easy ice and frost removal
- Strong ice chippers on top of the blade breaks up the thickest ice
- Contour foam grip provides ultimate comfort and control



15511C

### 11" Talon™ Ice Scraper

24  
pcs.

OPEN STOCK

TRAY PACK

CLIP STRIP

SIDE KICK

15511C

- Premium soft-touch rubber grip for ultimate comfort
- Patented 2-way, push-pull scraper design for faster removal of ice and frost





**16621C**  
**11" Ice Crusher™ Scraper**



- Two durable blades - one for frost, one for ice
- Extra wide 4 1/2" blade
- Foam comfort grip



**14013C**  
**11" Avalanche™ Ice Scraper**



- Aggressive blade breaks through the thickest ice
- Added leverage positions allow application of more pressure to the blade
- Cushioned grip for comfortable scraping



**13014**  
**10" Ice Chisel® Scraper**



- Top performing product
- Patented 2-blades-in-1 design, ice chipping plus frost removal
- Foam grip available in assorted colors

## ...YIELDS SUPERIOR PRODUCTS



### Quick-Lock™ Extender

Easily locks into the desired length, extending the usable range with the press of a thumb.



### Pivoting Head

Pivoting snowbrooms provide multiple brush head positions allowing quick and effective cleaning, switching from broom to brush with the push of a button.



**S24-898**  
**Big Blade Scraper**

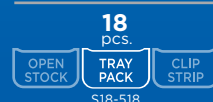


- Economy Scraper

## BRUSH FOR THE PRICE OF A SCRAPER



**S18-518**  
**16" SnoWEeVl™**



- 16" Compact design stores easily
- Contour design allows for a better grip



# GIANT BRUSH HEAD



Assorted Colors



**999CT**  
**35" Ultra Maxx®**

6 pcs.	14 pcs.
OPEN STOCK	TRAY PACK
999CT	F14-999CT

- Five rows of bristles quickly remove deep snow
- Lightweight aluminum pole - easy to use for all consumers
- Contour foam grip provides ultimate comfort



**16620C**  
**35" Ice Crusher™ Snowbrush**

12 pcs.	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
OPEN STOCK	TRAY PACK			
16620C				

- 35" length with dual comfort grips
- Dual action bristles provide soft protection and interior brushing power
- Separate frost and ice blades



**989-34**  
**34" MEGA MAXX®**

6 pcs.	16 pcs.	15 pcs.
OPEN STOCK	TRAY PACK	CLIP STRIP
989-34	S16-989-34	F15-989-34

- Larger grip gives product a more balanced appearance.
- Curved handle provides an ergonomic design
- Foam grip provides ultimate comfort



**889-35**  
**35" MAXX®**

12 pcs.	20 pcs.
OPEN STOCK	TRAY PACK
889-35	F20-889-35

- 35" length allows for long reach while scraping or brushing off snow and ice
- Full brush head easily removes snow from hard to clear areas
- Lightweight aluminum pole a easy use for all consumers



**996-27**  
**27" Reach 27**

24 pcs.	24 pcs.
OPEN STOCK	TRAY PACK
996-27	F24-996-27

- Most economical Long Reach brush.
- Foam grip provides ultimate comfort



**996-27GP**  
**27" Reach 27**

24 pcs.	24 pcs.
OPEN STOCK	TRAY PACK
996-27GP	F24-996-27GP

- Most economical Long Reach brush in NEW contemporary colours.
- Foam grip provides ultimate comfort



**533**  
**26" SnowWisp™ Deluxe**

12 pcs.	20 pcs.
OPEN STOCK	TRAY PACK
533	F20-533

- Deluxe snowbrush with premium flagged bristle
- With soft touch bristles



**15613**  
**23" Falcon™ Snowbrush**

12 pcs.	110 pcs.
OPEN STOCK	TRAY PACK
15613	23110Q

- Ergonomic styling with non-slip grips
- Double row bristles remove heavy snow
- Quickly remove ice with patented 2-way, push-pull scraper design





Assorted  
Colors



### 532 26" Cool Snow Tool®

12 pcs.	24 pcs.	20 pcs.			
OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
532	S24-532			F20-532	

- Four rows of sturdy bristles provide a thick and full brush for snow removal
- Curved handle provides an ergonomic design
- Foam grip provides ultimate comfort



Assorted  
Colors



### 530 24" Reach 24 Snowbrush

18 pcs.	24 pcs.	24 pcs.			
OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
530	S24-530			F24-530	

- Ergonomic snowbrush provides superb value!
- Curved handle provides an ergonomic design
- Foam grip provides ultimate comfort



Assorted  
Colors



### 530GP 24" Reach 24 Snowbrush

18 pcs.	24 pcs.	24 pcs.			
OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
530GP	S24-530GP			F24-530GP	

- Ergonomic snowbrush in NEW contemporary colours.
- Curved handle provides an ergonomic design
- Foam grip provides ultimate comfort



Available in  
Assorted  
Colors

### 16024C 21" Ice Ripper™ Snowbrush

20 pcs.					
OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
16024C					

- Durable design encourages step-up sales
- Aggressive scraper blade
- Palm pad for increased leverage



Assorted  
Colors



### 523 24" Slimline 24 Snowbrush

24 pcs.	24 pcs.	24 pcs.			
OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
523	S24-523			F24-523	

- Molded contour grip for comfort
- Durable bristles to sweep snow off your vehicle
- Strong ice scraper provides quick and easy ice/frost removal



Assorted  
Colors



### 522 22" Snowbrush

12 pcs.					
OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
522					

- Lower cost alternative to 527.



### 203 25" Valu Reach Sweep™ Wood Handle

24 pcs.					
OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
203					

- Constructed with high quality material for long lasting durability
- Strong ice scraper with ice chippers removes ice quickly and easily
- Popular among traditional consumers



# THE CURVE CHANGES EVERYTHING

## Crossover Super-Duty Snowbroom™

- Curved pole makes scraping easier
- Pivoting brush sweeps and pushes snow
- Scraper cuts through thick frost and ice



Built-in ice chippers break up tough ice and the wide blade easily clears away any frost

Subzero solved the toughest problem of ice removal ... clearing ice while reaching across the windshield. It took the breakthrough of the Curved Power Pole™ to give consumer the proper angle of attack. It's been called "A Game Changer".

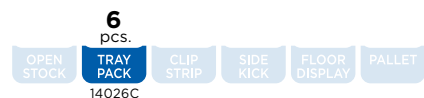
Push the button and the pivoting brush becomes a broom



## THE CROSSOVER SERIES™



**14026C**  
**26" Crossover**



**14035C**  
**35" Crossover**



**14038C**  
**38" Crossover**



**14039C**  
**50" Crossover**



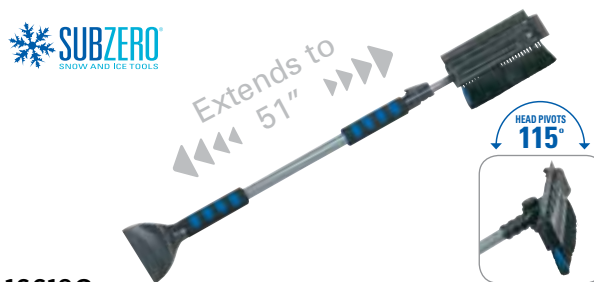
Assorted Colors



**584-EP**  
**33" Heavy Duty Pivot Head Sport Telebroom™**



- Extends from 33" to 53" to provide a longer reach
- Pivoting broom head also features a rubber squeegee
- Compact design for easy storage



**16619C**  
**51" Ice Crusher™ Pivoting Snowbroom**

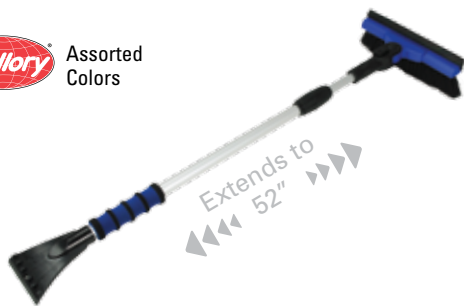


- Most durable product on the market
- Pivoting snowbroom with dual action bristles, squeegee and ice chippers
- Separate frost and ice blades





Assorted  
Colors



583-EP

### 52" Pivot Head Sport Telebroom™

6  
pcs.

OPEN  
STOCK

TRAY  
PACK

CLIP  
STRIP

SIDE  
KICK

14  
pcs.

FLOOR  
DISPLAY

PALLET

583-EP

F14-583-EP

- Extends from 34" to 52" for maximum reach
- Pivoting broom head also features a rubber squeegee
- Contour foam grip provides ultimate comfort



Assorted  
Colors



580-EP

### 26"-35" Mini Pivot Telebroom™

6  
pcs.

OPEN  
STOCK

TRAY  
PACK

CLIP  
STRIP

SIDE  
KICK

15  
pcs.

FLOOR  
DISPLAY

PALLET

580-EP

F15-580-EP

- Extends from 26" to 35" to provide a longer reach
- Pivoting broom head also features a rubber squeegee
- Compact design for easy storage



Assorted  
Colors



581-E

### 30"-48" Sport 8 Utility Broom™

6  
pcs.

OPEN  
STOCK

TRAY  
PACK

CLIP  
STRIP

SIDE  
KICK

12  
pcs.

FLOOR  
DISPLAY

PALLET

581-E

F12-581-E

- Extends from 30" to 48" for added length and reach
- Twist-lock allows for quick and easy length adjustments
- Easily pushes snow off of roof, hood and front windshield



Assorted  
Colors



511-E

### 23"-36" Tele SnoBroom™

10  
pcs.

OPEN  
STOCK

TRAY  
PACK

CLIP  
STRIP

SIDE  
KICK

16  
pcs.

FLOOR  
DISPLAY

PALLET

511-E

F16-511-E

- Provides solid value and all the basic features
- Extends from 26" to 35" to provide a longer reach
- Compact design for easy storage

## MOVES SNOW LIKE A PRO



14403C

### 54" Snow Plow

12  
pcs.

OPEN  
STOCK

TRAY  
PACK

CLIP  
STRIP

14403C

Available in  
Assorted  
Colors

- Foam plow clears heavy snow
- Folds flat for easy storage
- All-in-1 winter snow tool







### 18833 Large Arctic Plow™ with Scraper

8  
pcs.



- Super wide 16+ inch "Push-Pull" foam head clears snow quickly & won't scratch paint
- Scraper blade on opposite end for quick ice removal



### 18849C 35" Mini Arctic Plow™

8  
pcs.



- Clears deep and heavy snow
- No-scratch material
- Long reach – yet small enough to store in any vehicle

Available in  
Assorted Colors



## EXPECT THE UNEXPECTED

The all-new SubZero Aluminum Shovel was designed with a compact design for easy storage in any vehicle. This two-in-one shovel also allows you to move the handle into the shovel blade to provide a "scooping" feature great for digging your vehicle out of a snow bank or other tricky situation.

### 17222C Aluminum Emergency Shovel

6  
pcs.



- Aluminum construction holds up to demanding jobs
- Extends to 30" for long reach
- A must have auto safety item in winter



Assorted  
Colors  
Red & Blue



#### Side-Mount

Converts to side mount position for quick and easy removal of snow under your vehicle



Shipped in convenient  
pre-loaded floor display



### 6-222-E 32"-40" Telescopic Emergency Shovel™

6  
pcs.



- Collapsible for easy storage and telescopic for extended reach



12  
pcs.



### 4-238 34" Ergonomic Emergency Snow Shovel

4  
pcs.



- Compact design stores well in the trunk of vehicle
- Don't get stuck in the snow without it



### D8-430 39" Emergency Shovel and Snowbrush Combo

Shipped in  
convenient  
pre-loaded  
floor display

8  
pcs.



- Gift / Promo Pack includes heavy duty non-telescopic shovel and the ergonomic 530 snowbrush







## SEE A BETTER ROAD AHEAD

Boost early season sales while also supporting breast cancer awareness. SubZero and Mallory have teamed up to support the Breast Cancer Society of Canada™ (BCSC) by offering seven different pink items to help support the BCSC. A portion of all sales will be donated to BCSC in support of their mission; to engage in grassroots fundraising that supports patient focused research for diagnosis, treatment and prevention



BREAST CANCER SOCIETY  
of Canada™

LA SOCIÉTÉ DU CANCER DU SEIN  
du Canada MC

A DONATION IS MADE FOR EVERY PINK PRODUCT SOLD



**BCSC13920  
Mitt Scraper**

30  
pcs.



BCSC13920

- Quilted outer layer in vibrant pink
- Cotton core and pink fleece lining for extra warmth and comfort



**BCSC14026  
26" Crossover  
Snowbroom**

6  
pcs.



BCSC14026

- 26" curved pink pole makes scraping easier
- Pivoting brush sweeps and pushes snow



**577-EPKC  
45" Telescopic  
Snowbroom**

12  
pcs.



S12-577-EPKC

**Multiple  
Quantities.**



See Page 32

- Extends from 28" to 45" for increased reach
- Contour foam grip provides ultimate comfort



**886PKC  
31" Pink  
Snowbrush**

30  
pcs.



S30-886PKC

**Multiple  
Quantities.**



See Page 32

- Strong ice scraper to remove frost and heavy ice
- Thick, full brush for easy snow removal
- Lightweight aluminum pole provides ease of use for all consumers



**S24-527PKC  
22" Pink Snowbrush**

24  
pcs.



S24-527PKC

- Effective scraper cuts through frost and heavy ice
- Brush easily clears snow from all areas of the vehicle
- Compact size for effective storage



**BCSC16024  
21" Ice Ripper™  
Snowbrush**

20  
pcs.



BCSC16024

- Durable design with pink handle
- Aggressive scraper blade



**994PKC  
10" Pink Ice Scraper**

24  
pcs.



994PKC

**Multiple  
Quantities.**



See Page 32

- Easily removes frost and heavy ice
- Easy to store in any vehicle
- Contour foam grip provides ultimate comfort



# ULTIMATE SNOW AND ICE PROTECTION

The Heavy-Duty Arctic Guard is the largest windshield cover on the market. It keeps snow and ice off the windshield and side mirrors, eliminating difficult scraping. Adjustable straps provide a perfect fit for all vehicles. Folds into mirror pocket for easy storage.



## 17529 Heavy-Duty ArcticGuard™ Snow and Ice Windshield Cover

40" H  
73" W

6 pcs.

OPEN STOCK TRAY PACK CLIP STRIP

17529

- Largest windshield cover on market ... fits all vehicles
- Easy to put on and take off
- Easy to use, easier to store



## 17511 ArcticGuard™ Snow and Ice Windshield Cover

29" H  
70" W

6 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY PALLET

17511

- Eliminates difficult windshield scraping
- Folds compact for easy storage
- Packaging footprint is significantly smaller than competitive covers!



## 12201 Ice Cleats™

6 pcs.

12 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY PALLET

12201

12212

- Aggressive spikes help prevent dangerous slips and falls
- One size fits most shoes
- Durable material for long lasting effectiveness



## 12501 GripTrax™ Traction Tools

4 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY PALLET

12501

- Place in front or behind tires for traction
- Designed to hold in place, won't fly out
- Works in snow, mud and sand



## 15295 57 Piece Winter Emergency Kit

4 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY PALLET

15295

- Must have items for winter emergencies
- Great accessory to increase sales
- Features: heavy-duty tow rope, multi-use whistle, LED flashlight and more

# GIVE WINTER MESS THE BOOT



**NEW**

## 12550 Boot Tray

15" H  
30" W  
1.15" D

6 pcs.

OPEN STOCK TRAY PACK CLIP STRIP

12550

- Raised ridges allow footwear to thoroughly drip dry
- Easy to clean up
- Perfect accessory for any vehicle or home



## Multiple Parts HotSpot™ Warmers

24 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY PALLET

See Below

- Up to 10 hours of heat for Hand Warmers and 8 hours for Toe Warmers, activates in seconds
- Reaches temps up to 140 degrees
- 2 warmers per pack
- 12324 - HotSpot™ Hand Warmers
- 12360 - HotSpot™ Toe Warmers





## TRAY PACKS

Maximize your product holding power during heavy snow storms

Part #	Description	# Pcs.
12201	Ice Cleats	6 pcs.
12324	HotSpot Hand Warmers	24 pcs.
12360	HotSpot Toe Warmers	24 pcs.
13044	10" Ice Chisel Scraper	24 pcs.
14026C	26" Crossover	6 pcs.
14038C	38" Crossover	6 pcs.
14039C	50" Extendable Crossover	6 pcs.
14403C	54" Snow Plow	12 pcs.
15613	23" Falcon Snowbrush	12 pcs.
16024C	21" Ice Ripper Snowbrush	20 pcs.
16619C	51" Ice Crusher Pivoting Snowbroom	6 pcs.
15511C	11" Talon Ice Scraper	20 pcs.
16621C	11" Ice Crusher Scraper	12 pcs.
14013C	11" Avalanche Ice Scraper	24 pcs.
16620C	35" Ice Crusher Snowbrush	24 pcs.
17222C	Heavy-Duty Aluminum Emergency Shovel	6 pcs.
17511	Arctic Guard	30 pcs.
15295	57 piece Winter Emergency Kit	6 pcs.
S20-532	26" Cool Snow Tool	20 pcs.
S24-523	24" Slimline 24	24 pcs.
S18-518	16" SnowWEEvel	18 pcs.
S12-577-EPKC	45" Telescopic Snowbroom	12 pcs.
S30-886PKC	31" Pink Snowbrush	30 pcs.



## FLOOR DISPLAYS

Whether it's inside the front entrance or another key traffic location, floor displays create high impact display options

Part #	Description	# Pcs.
F20-889-35	35" MAXX*	20 pcs.
F20-532	26" Cool Snow Tool	20 pcs.
F24-523	24" Slimline 24	24 pcs.
F14-583-EP	52" Pivot Head Sport Telebroom	14 pcs.
F15-580-EP	35" Mini Pivot Telebroom	15 pcs.
F12-581-E	48" Sport 8 Utility Broom	12 pcs.
F16-511-E	36" Telebroom	16 pcs.
D8-577-EPKC	45" Pink Telescopic Snowbroom	8 pcs.
D24-886PKC	31" Pink Snowbrush	24 pcs.
DS58-2BPKC	48 pcs. 886PKC, 10 pcs. 577-EPKC	58 pcs.
DS72-2SPKC	48 pcs. 886PKC, 24 pcs. 994PKC	58 pcs.



### SPINNER-4W Wheeled Spinner Rack

Wheeled spinner rack is great for high traffic area outposts!



## PALLET DISPLAYS

Late November and December result in as much as 50% of your seasonal sales. Capture this heavy traffic and create holding power by capitalizing on these high volume promotional vehicles.

Part #	Description	# Pcs.
QP72-1PKC	886PKC	72 pcs.
QP58-2BPKC	886PKC, 48 pcs. 577-EPKC, 10 pcs.	58 pcs.
QP72-2SPKC	48 pcs. 886PKC, 24 pcs. 994PKC	72 pcs.
*	886PKC, 24 pcs. 994PKC, 10 pcs. 577-EPKC, 24 pcs.	58 pcs.

