



SUBZERO[®]

SNOW AND ICE TOOLS

WORLD'S #1 SELLING WINTER CARE BRAND[™]
FOR GOOD REASONS

INNOVATIVE PRODUCT

SubZero[®] Snow and Ice Tools provide the most complete range of innovative winter care tools and accessories in the industry.

CATEGORY EXPERTISE

Hopkins[®] offers all the tools your consumers need in order to get the job done fast and on any budget.

UNEQUALLED CAPACITY

Hopkins provides unequalled surge capacity and a central location for critical in-season replenishment.



www.SnowAndIceTools.com



EYE-CATCHING VIVID COLORS

Consumers asked for it. SubZero® delivered!

Consumers place color as a primary reason on why they purchase a particular product. SubZero is energizing our colors to make your retail presentation more engaging.



13929 **NEWPRODUCT** Faux Fur Scraper Mitt

12 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY PALLET
13929

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

RELENTLESS INNOVATION...



Ice Chippers

The addition of three 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.



14013 10" Avalanche™ Ice Scraper

24 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY PALLET
14013

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



16250 10" Ice Ripper™ Scraper

24 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY PALLET
16250

- Built-in ice chippers break up tough ice
- Wide blade easily clears away frost
- Cushioned grip for comfortable scraping



Available in Assorted Colors



13014 10" Ice Chisel® Scraper

12 pcs.

24 pcs.

48 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY PALLET
13014 13044 13058

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



Available
in Assorted
Colors

13920
Premium Ice Scraper Mitt

12 pcs.	12 pcs.				
TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET	
13920	13920CS				

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



15511
11" Talon™ Ice Scraper

24 pcs.					
TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET	
15511					

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



16621
11" Ice Crusher™ Scraper

24 pcs.					
TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET	
16621					

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

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



Available in Assorted Colors

1124F
11" Klondike® Ice Scraper

24 pcs.			
TRAY PACK	CLIP STRIP	SIDE KICK	
1124F			

- Flat, compact design for easy storage
- Oversized chippers for superior ice breaking power
- Wide 4" frost clearing blade



16211
10" Ice Ripper™ Ergonomic Scraper

24 pcs.			
TRAY PACK	CLIP STRIP	SIDE KICK	
16211			

- Ergonomic, rounded handle for greater grip power and comfort
- Thumb "button" allows application of more pressure to the blade



16721
10" Bear Claw® Ice Scraper

24 pcs.	80 pcs.		
TRAY PACK	SIDE KICK		
16721	16738		

- Flat, compact design for easy storage
- Most popular OPP scraper
- Wide 4" frost clearing blade



18424
FrostBiter™ Ice Scraper

24 pcs.			
TRAY PACK	CLIP STRIP	SIDE KICK	
18424			

- Convenient size — fits in your door pocket or glove box
- 3-in-1 tool — includes scraper, chippers and squeegee
- Great for checkout counter

A GAME CHANGER . . .

Crossover Super-Duty Snowbroom™

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

Push the button and the pivoting brush becomes a broom



Built-in ice chippers break up tough ice and the wide blade easily clears away 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 consumers the proper angle of attack. It's been called "A Game Changer".



13054 42" Ice Chisel® Telescopic Snowbrush

12 pcs.	12 pcs.					
OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET	
13054	13059					

- Ice Chisel® scraper with 2 blades in 1, ice chipping plus frost removal
- Leverage point for added power and less fatigue
- Extra reach with telescoping steel handle



16620 35" Ice Crusher™ Snowbrush

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

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



14014 35" Avalanche™ Snowbrush

	14 pcs.					
OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET	
	14014					

- Aggressive blade breaks through the thickest ice
- Added leverage positions allow application of more pressure to the blade
- Heavy-duty brush provides long reach for large vehicles



13781 35" Blizzard™ Snowbrush

	14 pcs.		18 pcs.	180 pcs.	
OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
	13781		3518FD	35180	

- Heavy-duty brush provides long reach for large vehicles
- Contoured soft cushion grip
- Coated, heavy-duty handle



13024 32" Ice Chisel™ Snowbrush

12 pcs.	12 pcs.				
OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
13024	13025				

- Heavy-duty brush provides long reach for large vehicles
- Ice Chisel® scraper with 2-blades-in-1, ice chipping plus frost removal
- Strong handle with soft cushion grip

THE CROSSOVER SERIES **NEW2013**



14026 **NEWPRODUCT**
26\"/>

6 pcs.

OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
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 14026



Extends to 35"

14035 **NEWPRODUCT**
35\"/>

6 pcs.

OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
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 14035



14038 **NEWPRODUCT**
38\"/>

6 pcs.

OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
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 14038



Extends to 50"

14039 **NEWPRODUCT**
50\"/>

6 pcs.

OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
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 14039



15613
23\"/>

12 pcs. 110 pcs.

OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
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 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



Available in Assorted Colors

16511
23\"/>

8 pcs. 160 pcs.

OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
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 16511 16528

- Unique design allows for longer reach
- Soft-molded grip repels water and withstands UV rays for longer life
- Built-in ice chippers break up tough ice



19621
22\"/>

10 pcs. 176 pcs.

OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
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 19621 19618

- Control grip above blade for extra power
- Ice Ripper™ blade clears a wide path every time
- Foam grip for comfort



Available in Assorted Colors

16024
21\"/>

20 pcs.

OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
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 16024

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



19520
22\"/>

20 pcs. 48 pcs. 168 pcs.

OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
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 19520 2248FD 19518

- World's best selling snowbrush, often copied, but never duplicated
- Includes a wide 4" Bear Claw™ Blade
- Perfect for small to medium size passenger vehicles



Extends to 60"

HEAD PIVOTS 180°

80037
60\"/>

6 pcs.

OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
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 80037

- Quick Lock extension pole reaches 60"
- Extra wide scraper blade
- Pivoting soft bristle snowbroom and squeegee
- Great for trucks, SUV's & RV's

GIVE SALES AN EARLY BOOST

SubZero™ has joined Susan G. Komen with our exclusive line of Snow & Ice Tools to help support research and ultimately find a cure for breast cancer.

SubZero products will give your retail locations an early boost in sales during the October breast cancer awareness campaign, while contributing towards a world without breast cancer.

SGK13920 **NEWPRODUCT**

Mitt Scraper

- Quilted outer layer in vibrant Susan G. Komen Pink
- Cotton core and pink fleece lining for extra warmth and comfort

12
pcs.
TRAY
PACK
SGK13920



SGK17515 **NEWPRODUCT**

Heavy-Duty Arctic Guard

- Windshield cover eliminates the need for difficult windshield scraping
- Folds compact for easy storage

6
pcs.
TRAY
PACK
SGK17515

While
Supplies
Last



SGK16250 **NEWPRODUCT**

10" Avalanche™ Ice Scraper

- Pink Ergonomic, rounded handle for greater grip power and comfort
- Cushioned grip for comfortable scraping

24
pcs.
TRAY
PACK
SGK16250



SGK16024 **NEWPRODUCT**

21" Ice Ripper™ Snowbrush

- Durable design with pink handle
- Aggressive scraper blade

20
pcs.
TRAY
PACK
SGK16024



SGK13781 **NEWPRODUCT**

30" Snowbrush

- Durable design with pink handle
- Aggressive scraper blade

14
pcs.
TRAY
PACK
SGK13781



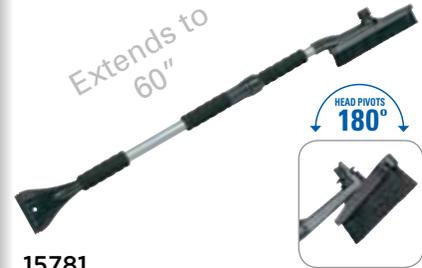
SGK14026 **NEWPRODUCT**

Crossover Snowbroom

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

6
pcs.
TRAY
PACK
SGK14026

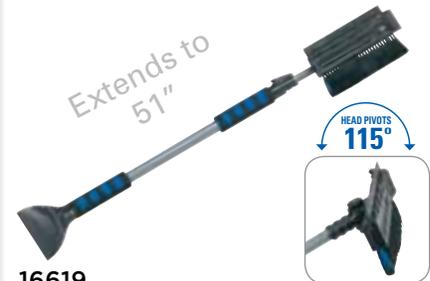
While
Supplies
Last



15781 60" Monster™ Swivel Snowbroom

8
pcs.
OPEN
STOCK
TRAY
PACK
CLIP
STRIP
SIDE
KICK
FLOOR
DISPLAY
PALLET
15781

- 60" reach when fully extended
- Super heavy-duty steel tube for extended reach
- Extra wide blade for maximum ice removal



16619 51" Ice Crusher™ Pivoting Snowbroom

6
pcs.
OPEN
STOCK
TRAY
PACK
CLIP
STRIP
SIDE
KICK
FLOOR
DISPLAY
PALLET
16619

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



14015 54" Avalanche™ Pivoting Snowbroom

12
pcs.
OPEN
STOCK
TRAY
PACK
CLIP
STRIP
SIDE
KICK
FLOOR
DISPLAY
PALLET
14015

- Aggressive blade breaks through thick ice
- Added leverage positions for directing more pressure to the blade
- Heavy-duty pivoting broom provides long reach for large vehicles and squeegee

MERCHANDISING OPTIONS

Custom displays are available that will be stocked with product at customers request.

800-524-1458

MOVE SNOW LIKE A PRO



Available in Assorted Colors

14403
54" Snow Plow **NEWPRODUCT**

12 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY PALLET
14403

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



Available in Assorted Colors

3512PBT **NEWPRODUCT**
35" Pivoting Snowbroom with 8½" Head

12 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY PALLET
3512PBT

- New & improved brush head design
- Wide 8½" sweeping area with tall head
- Squeegee clears light frost & water



Available in Assorted Colors

5412PBT
54" Pivoting Snowbroom with 8½" Head

12 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY PALLET
5412PBT

- New & improved brush head design
- Wide 8½" sweeping area with tall head
- Squeegee clears light frost & water



2610XM
52" Super Extender Snowbroom

Available in Assorted Colors

10 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY PALLET
2610XM 2672XM

- Heavy-duty broom for snow clearing power
- Steel extender handle with soft cushion grip
- Extra wide blade with convenient squeegee



2610XB
48" Extender Snowbroom

Available in Assorted Colors

10 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY PALLET
2610XB 2610FD 26120

- Provides up to 100% longer reach when extended
- Wide blade and broom extend to 48"
- Great for larger vehicles



18833
51" Arctic Plow™ with Scraper

8 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY PALLET
18833 18837

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

THE MINI ARCTIC PLOW MINI YET MIGHTY



Available in Assorted Colors

18849
35" Mini Arctic Plow™ **NEW2013**

8 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY PALLET
18849

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



18841
46" Arctic Plow™ with Grip

8 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY PALLET
18841 18845 18847

- Super wide 16+" "Push-Pull" foam head clears snow quickly & won't scratch paint
- Telescoping steel handle for extra reach

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 **NEW PRODUCT**
Heavy-Duty ArcticGuard™
Snow and Ice Windshield Cover

40" H
73" W

6 pcs.

OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
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- 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
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- Eliminates difficult windshield scraping
- Folds compact for easy storage
- Packaging footprint is significantly smaller than competitive covers!



12201
Ice Cleats™

6 pcs.	12 pcs.
TRAY PACK	SIDE KICK
12201	12212

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



15295
57 Piece Winter Emergency Kit

24 pcs.

OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
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- Must have items for winter emergencies
- Great accessory to increase sales
- Features: heavy-duty tow rope, multi-use whistle, LED flashlight and more



Multiple Parts
HotSpot™ Warmers

4 p2cs.

OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
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- 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



12501
GripTrax™ Traction Tools

4 pcs.

OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
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- Place in front or behind tires for traction
- Designed to hold in place, won't fly out
- Works in snow, mud and sand
- Ultra durable and stores easily



17221
Heavy-Duty Aluminum Emergency Shovel

8 pcs.

OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
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- Heavy-duty aluminum construction holds up to demanding jobs
- Extends to 33" for long reach
- A must have auto safety item in winter



17211
Auto Emergency Shovel

8 pcs. 56 pcs.

OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK	FLOOR DISPLAY	PALLET
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- Extends to 37" for long reach
- 9½" wide shovel head
- Compact for easy storage when closed



MAXIMIZING WINTER WEATHER PROFITS™

Our proprietary winter weather forecasting system is one of the most effective in-season tools available. It is designed to make sure you have the right inventory in the right place at the right time. Having the right product is just the first step. Only SnowScope™ maximizes your sales opportunity and increases consumer satisfaction. Contact your Hopkins Sales Manager to join this exclusive group.

MERCHANDISING MENU



TRAY PACK TRAY PACKS

Maximize your product holding power during heavy snow storms

Part #	Description	# Pcs.
12324	HotSpot Hand Warmers	24 pcs.
12360	HotSpot Toe Warmers	24 pcs.
13014	10" Ice Chisel Scraper	24 pcs.
13781	35" Blizzard Snowbrush	14 pcs.
13920	Premium Ice Scraper Mitt	12 pcs.
14014	35" Avalanche Snowbrush	14 pcs.
14403	Snow Plow	12 pcs.
15275	83 Piece Large Winter Emergency Kit	4 pcs.
15285	36 Piece Small Winter Emergency Kit	4 pcs.
15295	57 Piece Medium Winter Emergency Kit	4 pcs.
15511	11" Talon Ice Scraper	24 pcs.
15613	23" Falcon Snowbrush	12 pcs.
16024	21" Ice Ripper Snowbrush	20 pcs.
16211	10" Ice Ripper Ergonomic Scraper	24 pcs.
16511	23" Ice Hammer Snowbrush	8 pcs.
16619	51" Ice Crusher Pivoting Snowbroom	6 pcs.
16621	11" Ice Crusher Scraper	24 pcs.
16620	35" Ice Crusher Snowbrush	12 pcs.
16721	10" Bear Claw Ice Scraper	24 pcs.
17211	Auto Emergency Shovel	8 pcs.
17511	ArcticGuard Snow and Ice Windshield Cover	6 pcs.
18424	FrostBiter Ice Scraper	24 pcs.
5412PBT	54" Pivoting Snowbroom with 8½" Head	12 pcs.



CLIP STRIP

CLIP STRIPS

Drive impulse sales by positioning product in multiple locations throughout the store

Part #	Description	# Pcs.
13920CS	Premium Ice Scraper Mitt	12 pcs.



SIDE KICK

SIDE KICK

Create an end-of-aisle profitable shopping experience by featuring these snow & ice tool products

Part #	Description	# Pcs.
12212	Ice Cleats	12 pcs.
13058	10" Ice Chisel Scraper	48 pcs.
16738	10" Bear Claw® Ice Scraper	80 pcs.



FLOOR DISPLAY

FLOOR DISPLAYS

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

Part #	Description	# Pcs.
2248FD	22" Super Deluxe Snowbrush Floor Display	48 pcs.
2610FD	48" Extender Snowbroom Tee Pee Display	20 pcs.
3248	21" Ice Ripper Snowbrush Floor Display	32 pcs.
	10" Ice Ripper Scraper Floor Display	48 pcs.
3518FD	35" Blizzard Snowbrush Floor Display	18 pcs.
3648	22" Super Deluxe Snowbrush Floor Display	36 pcs.
	10" Bear Claw Floor Display	48 pcs.
5420FD	54" Pivoting Snowbroom with 8 1/2" Head Tee Pee Display	20 pcs.
17228	Auto Emergency Shovel Floor Display	8 pcs.
17297	Auto Emergency Shovel with Bonus Ice Ripper Scraper Floor Display	8 pcs.
18837	Arctic Plow with Scraper Floor Display	10 pcs.
18847	Arctic Plow with Grip Floor Display	10 pcs.





DWRBRUSH2
2-Tier Spinner Rack

- 40 - 21" Ice Ripper Snowbrush
- 36 - 42" Ice Chisel Extendable Snowbrush
- 10 - 48" Extender Snowbroom
- 12 - 54" Pivoting Broom with 8 1/2" Head



DWR136
2-Tier Spinner Rack

- 48 - 10" Bear Claw Ice Scraper
- 24 - 10" Ice Chisel Scraper
- 40 - 22" Super Deluxe Snowbrush
- 24 - 32" Ice Chisel Snowbrush



DWR120
3-Tier Spinner Rack

- 48 - 10" Ice Ripper Ergonomic Scraper
- 40 - 22" Super Deluxe Snowbrush
- 32 - 23" Ice Hammer Snowbrush



EDWR-6
Empty
2-Tier/3-Tier
Rolling Spinner Rack

Rolling Spinner Rack / Can be used with either 2 or 3 tiers (Included)



DWR20
Counter Display
Spinner Rack

- 20 - 21" Ice Ripper Snowbrush



DWR48
Counter Display
2-Tier Spinner Rack

- 48 - 10" Ice Chisel Scraper

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.
13055	42" Ice Chisel Telescopic Snowbrush - 1/2 pallet	120 pcs.
16528	23" Ice Hammer Snowbrush - 1/2 pallet	160 pcs.
17268	Auto Emergency Shovel - 1/2 pallet	56 pcs.
19518	22" Super Deluxe Snowbrush - 1/4 pallet	168 pcs.
19618	22" Duo-Grip Snowbrush - 1/2 pallet	176 pcs.
23110Q	23" Falcon Snowbrush - 1/4 pallet	110 pcs.
26120	48" Extender Snowbroom - 1/2 pallet	120 pcs.
2672XM	52" Super Extender Snowbroom - 1/2 pallet	72 pcs.
35180	35" Blizzard Snowbrush - 1/2 pallet	80 pcs.

