

Sales Person of the Season

The busiest man in snow business – **Andy Hopkins**



Originally born in Toronto, ON but now residing in the Barrie, ON area, Andy Hopkins has spent his professional career divided between Sales and Account Management roles as well as Operations. Andy consistently adds value to his client's businesses through his passion for training and education as well as his ability to see things through to completion. This combined with his boundless energy and positive attitude have made it easy for us to highlight Andy's positive attributes in this year's Winter edition of RoadWatch.

Andy is proud to represent a company that is constantly at the forefront of its industry. Innovative's ability to be the first out of the gate with new technologies and strategies, combined with one of the largest infrastructures in the road service industry both in Canada as well as the Northeastern U.S., is both exciting and encouraging for Andy. The commitment "Ready When Nature Strikes. Guaranteed" is Andy's driving force, ensuring he brings energy and fresh thinking to each opportunity, whether large or small.



RoadWatch

Keeping you up to speed when nature strikes

 Winter 2012

We are pleased to be celebrating our 25th anniversary and would like to extend our appreciation and thanks to all our customers, suppliers and partners who have contributed to our success over the years and enabled us to become leaders in providing safe road maintenance solutions that go beyond the required regulations of the industry.

Are You Becoming Smart About Salt?

Mother Nature can throw all kinds of weather at us at a moments notice so being prepared to fight a wide range of conditions is key to keeping our roadways safe. Too many, unfortunately, that simply meant increasing the amount of salt being applied to various surfaces. Because of this philosophy our watersheds are exhibiting increased levels of chloride content which raised significant concerns with Environment Canada. In 2005 they embarked on a campaign to upgrade salt practices nationwide. The negative environmental impact of excessive road salt applications was documented and efforts to implement changes

and best practices to ensure the salt impact to the environment is reduced. But according to some estimates, the private sector is responsible for half the salt being used for de-icing and that sector has not taken sensible salting to heart. So, the Smart About Salt Council was formed to specifically look into this sector and help contractors & property management groups develop the "best salt management practices. Getting the word out that following these practices would not only lower their winter maintenance costs, create less damage to grass, plants and bushes, but also lower their risk management and insurance costs has been slow.

Implementing best practices and obtaining certification is key to protecting our environment and ensuring the public safety.

began. In collaboration with the Salt Institutes Sensible Salting Program and TAC's Synthesis of Best Practices, Environment Canada developed the Code whose key elements include the promotion of salt management planning and encouragement of operator training.

Salt management is all about using the right amount of product at the right time so that the roads, parking lots and sidewalks you are servicing remain safe for the public. Municipalities have been the front runners in managing this delicate balancing act and are adopting the latest strategies

Using alternative products that can help to replenish nutrients in the soil as opposed to depleting them, a characteristic of sodium chloride, will go a long way to achieving this. To learn more about the benefits earning a Smart About Salt certification implies, please visit www.smartaboutsalt.com



READY WHEN NATURE STRIKES. GUARANTEED.

Testimonials

- Thawrox® was awarded the Design for the Environment (DfE) label by the Environmental Protection Agency (EPA) of the US for its natural, environmentally friendly additives, ability to provide safer & clearer roads with less overall product usage and significant reduction in chloride emissions into the environment. Thawrox® combines the performance of Innovative's liquid de-icing technology with Sifto Canada's rock salt
- Mike Tout, Roads Operations Manager for the County of Brant and the Public Works Department undertook a pilot comparison of highway salt and Treated Salt in 2010/2011 and based upon their documented results; treated salt will be used exclusively during the winter of 2011/2012. They witnessed numerous benefits which included:
 - Reduction in total chlorides deposited into the environment (the County safely realizing a 27% reduction)
 - Treated salt can be applied by their older mechanical spread controllers to achieve the same effect as applying pre-wetted salt
 - Corrosive wear of salt brine pumps and electrical systems was greatly reduced
 - Innovative's Caliber M2000 product worked to lower temperatures where salt alone was not adequate



- Mayor Hazel McCallion from The City of Mississauga appealed to all Peel municipalities to adopt a program that included using treated salt. Council was presented with a report back in May 2011 that recommended a switch to magnesium chloride treated salt for their winter use on secondary roads, priority sidewalks and bus stops. The report noted that treated salt will benefit the environment by reducing the amount of phosphorus reaching rivers and lakes as well as the release of "fine particles" into waterways.
- Luis Zidar, Manager Road & Fleet Services for the Town of Caledon states that "sodium chloride" alone is ineffective when temperatures fall below -12C so the Town utilizes pre-wetting performance enhancers that have enabled them to reduce corrosiveness, labour & fuel costs as well as the total salt usage by 10 to 30%.

Did You Know

There are 270,000,000 tons of salt produced each year in the world!...
...Over 50% is used by cold countries to de-ice roads!

Be Prepared This Winter

REMEMBER THE COLD HARD FACTS

When Driving:

1. Adjust to Winter Conditions
 - Listen to Weather Network forecast
 - Adjust your driving speed
2. Stay alert, slow down and stay in control
3. Get your vehicle winter ready with a maintenance check up
4. Ensure sufficient windshield washer fluid
5. Clear snow & ice from windows, lights, mirrors and roof
6. Have your tires checked – tire pressure decreases in the cold

When Walking:

1. Practice safe walking skills
 - Take short steps
 - Make wide turns
2. Wear slip-resistant shoes
3. Keep soles of shoes clean
4. Keep one hand free for balance
5. Don't walk on ice. Avoid if possible
6. Be alert for icy patches

Nitrous 1-2-3

Nitrous 1-2-3 is a process that involves the addition of liquid to solid based products to increase ice melting performance. The results produce safer road conditions at lower costs with less sand and salt usage.



For More Info Call
1-800-387-5777
innovativecompany.com



READY WHEN NATURE STRIKES. GUARANTEED.