



Winter Equipment has led the snow removal industry in innovative wear parts for 25 years. Their patented blade-saving technologies are engineered to set a new standard of quality in the snow removal industry.

GROWTH CHALLENGES

- As a seasonal business, Winter needed to create a more balanced growth strategy

MAGNET'S ROLE



- Helped launch new products through trade shows
- Helped bridge sales and operations staff by simulating production bottlenecks
- Created 3D-interactive sales tool for new products

OUTCOME & IMPACT



15%
**EMPLOYMENT
GROWTH**

**6 NEW JOBS CREATED FOR
THIS 50-EMPLOYEE COMPANY**



**Manufacturing
Extension Partnership**