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 IS: 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.

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