Marketing Bulletin

Product Family: Ariens

From: Ariens Operations Department

Distribution: Snow Dealers (US & CAN), RM’s, DM’s, Sales Partners, Tech Service, Customer Service

Subject: Snow Shipping Packaging Modification

Dealer Action: Change to Base Pallet

Earlier this season, Ariens Company introduced new snow product packaging to help reduce the problem of shipping damage and help counter freight costs increases (MB25-12A).

During this transition Ariens Company received feedback from dealers on the challenges of handling and unloading the new packages. As a result, Ariens operations team has made modifications that will improve the handling and unloading of the new packages/pallets.

Each packaging unit has its own pallet for ease of unloading and moving individual inventory. A new modified pallet has been designed to create a 2-inch fork access at the front of the pallet. This larger fork pocket will allow for the use of a low profile pallet jack to load and move the packages. Traditional pallet-puller devices can also be used with this change.

Please Note: This also means that dealers will no longer need the Unloading Hook previously described in MB25-12.
Packaging for all Compact, Deluxe and Platinum models have been changed to the new packaging with the larger fork opening. The Sno-Tek models, other than the Sno-Tek 28 model and Sno-Tek single speed model, have been changed as well. The Sno-Tek 28 will be changed by the end of November.

Packaging for the Sno-Tek Single Speed, Ariens Professional and Ariens Track series models will not be changed this season. The operations team is evaluating the change for next year.

Ariens Company will continue to solicit feedback and work to improve the packaging to meet the needs of snow dealers as well as reduce freight damage and freight costs.