

Newsletter

October, 2010

It's Time for the **BIG EVENT**: Snow Plow Days Arrives

It's time for the event we've all been waiting for, Snow Plow Days; it only rolls around one Friday a year and the month has finally arrived. We invite all of you to come join us for this exciting and informational event. Haven't been to a Snow Plow Days event in the past? That's ok; stop into our Des Moines location for special prices, awesome door prizes, and a lot of information on the snow removal equipment we carry as well as speak to representatives from the manufacturers that produce the quality plows and spreaders we sell. Oh yeah, and did we forget to mention a free lunch? There will be a complimentary lunch available for attendees of Snow Plow Days consisting of grilled meats like bratwurst and burgers and side dishes like coleslaw and potato salad. Need more reasons to join us for our annual event? How about all of the information you'll gain about snow removal from attending; speak to representatives from Western, Blizzard, SnowEx, and Pro-Tech about their line of equipment and get answers to the questions you've been wanting to ask.

Now that you're convinced on attending this event, here are the need-to-know details.

When:

Friday, October 15 from 11:00 am – 4:00 pm

Where:

Truck Equipment, Inc. – 1560 NE 44th Ave.

Why:

Gain information, get great deals, and have fun!



We look forward to seeing you at Truck Equipment's annual Snow Plow Days!

Check back for more information about the turnout of Snow Plow Days in the November newsletter. Also check out [our website](#) to get more information about other upcoming events we will be attending later this fall and winter.

<< In the meantime, check out some pictures from Snow Plow Days 2009.



Product Reminder: Fluid Film®

In the April newsletter, we introduced to you the newest innovation in protecting your snowplow from wear and tear while storing it. Fluid Film is an extremely helpful product to use if you are looking to protect your snowplow from corrosion and rust due to the accumulation of moisture and chemicals obtained from storing your winter equipment for months. Well now that it is almost the "Snowplow Season" make Fluid Film your first choice in protecting against the same things. During the snowy season, rust and corrosion happen just as easily; pushing around snow mixed in with the salts & sands and the chemicals put on the road to make the ice melt can cause significant damage over time to your snowplow if you do not properly maintain it. Spray Fluid Film on your snow removal equipment before going out to ensure that those harmful substances will just slide off and leave your plow or spreader unscathed.

Proper plow and spreader maintenance makes it so that you are able to continue using the same winter equipment without having to replace parts or the piece of equipment as a whole. Make Fluid Film a routine component of your snowplow and spreader maintenance.



SIMA: Snow & Ice Management Association

Are you interested in joining over 1600 snow and ice professionals from across the country? Join SIMA where you will be properly informed on how to correctly bid and get the most up-to-date information about everything snow & ice related. By joining this group, your business will be on their website and customers will be able to come to you. Alongside of this, you will gain and maintain long-lasting connections with customers, manufacturers, and other snowplow businesses all over. If you are interested in getting more information or joining SIMA [click here](#). We hope to see you alongside of our own business soon!

"Truck of the Month"

This 2011 F550 Truck with a Cadet Flatbed, Weather Guard Underbody Toolboxes, and Gooseneck Hitch was sold to Charles Gabus Ford.



- 2011 Ford F550
- 12' Cadet Western Flatbed
- 2 Weather Guard Underbody Toolboxes
- Gooseneck Hitch