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FOR IMMEDIATE RELEASE

AdvantageVM Celebrates 10-year Anniversary

EDMONTON, Alberta, January 2, 2026 — AdvantageVM is celebrating its 10th anniversary as a trusted provider in Canada’s vegetation management industry.

Founded in 2016, AdvantageVM is a Canadian-owned pesticide distribution company servicing the vegetation management industry. With an emphasis on providing solid advice and experience to the VM industry, they offer individualized sales consultations, exceptional customer service, and reliable delivery of goods. The company has grown to serve clients nationwide, earning a reputation for its commitment, honesty, expertise and personalized service.

Owners **Julie Dixon** and **Geoff Thompson**, along with their team, bring more than 100 years of combined experience in the application, sales and marketing of herbicides, and actively engage with within industry associations and events across the country.

“We believe in the importance of excellent customer service and solid communication, and we are committed to both our customers and the industry,” said Dixon, president of AdvantageVM.

AdvantageVM’s growth has been supported by the addition of key team members. **Chad Horton** joined in 2021 to support sales and service across Eastern Canada, bringing a passion for the industry and a focus on practical, effective solutions. That same year, **Margaret Thompson** added her 22 years of industry experience to Accounts Payable & Receivable. In 2024, **Kelly Malmberg** brought 32 years of experience as an Agricultural Fieldman to the team in Western Canada and **Paxton Legault-Chicoine** joined to support in Office Administration and Customer Service. **Dayna Horgan** came aboard in 2025 as marketing and customer experience manager, contributing more than two decades of experience in agriculture, communications and customer engagement.

“Our dedication to the industry, to the communities where we live and work, and our team’s collective vegetation management expertise truly set us apart,” said Thompson, vice president. “Our staff consistently go the extra mile to make every customer experience a positive one.”

About AdvantageVM

AdvantageVM partners with innovative manufacturers of premium vegetation management products, and services the sale and distribution of herbicides for use across Canada. From railways and roadsides to right-of-ways and industrial sites, the company helps clients find the solutions that best fit their needs.

For more information, please contact Julie, Geoff or Dayna at:

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