



By Harry Thompson

# What's In A Name?

An Ice Resurfer By Any Other Name Is Still An Ice Resurfer

**What do Xerox, Kleenex and Jell-O have in common? All are brand names that over the years have become synonymous with their generic product. The same holds true with Zamboni.**

The Paramount, Calif., based company has done such a good job of marketing its ice resurfer that it has become a household name with hockey players and non-hockey players, alike.

Since the introduction of the Zamboni ice resurfacing machine more than 50 years ago, Frank J. Zamboni & Co., Inc. has invested a



COURTESY OF FRANK J. ZAMBONI & CO.

Frank Zamboni built the first ice resurfacing machine in 1949 for use at the Iceland Skating Rink in Paramount, Calif. The rink is still in operation today, just blocks from the Zamboni factory.



GETTY IMAGES

The Schlupp family in Ontario, Canada has been building Olympia ice resurfacing machines, like this unit used by the Vancouver Canucks, for more than 25 years.

great deal of money, effort and pride to ensure that Zamboni products meet the highest standard of quality.

At the same time, the company is very particular about how its name is used. The Zamboni brand name is a valuable trademark that

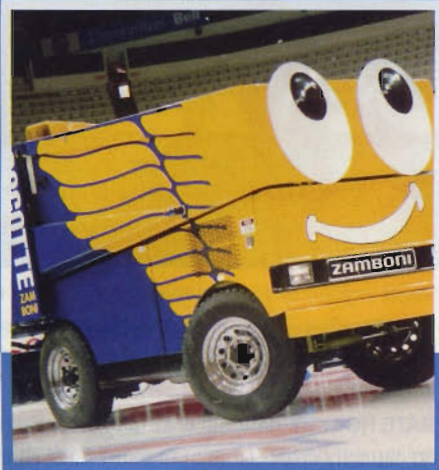
is protected with the same ferocity and care as a goaltender guards his or her crease.

The name, Zamboni, is always an adjective to describe a type of ice resurfer. It should never be used as a noun. So when referring to Zamboni, it's important to remember that

COURTESY OF FRANK J. ZAMBONI & CO.

# SMOOTH OPERATOR

Did you know that on average, an ice resurfer, like this specially-painted Zamboni machine, "travels" close to 2,000 miles each year in the course of resurfacing.



COURTESY OF THE FRANK J. ZAMBONI & CO.

Zamboni is the brand, and ice resurfacing machine is the generic product name.

The Zamboni family has been manufacturing ice resurfacers for more than 50 years. In March 2007, the 8,500th Zamboni machine rolled off the assembly line. (For a history of the machine, go to [Zamboni.com](http://Zamboni.com).)

The second most popular model of ice resurfer is Olympia. Built in Ontario by the Schlupp family for more than 25 years, Olympia currently has ice resurfacers cover-

## Shaving

A blade **1** shaves a thin layer from the surface of the ice.

## Collecting

After a horizontal screw **2** (auger) gathers the shavings, a vertical screw **3** propels them into the snow tank **4**.



## Washing

Water is fed from a wash-water tank **5** to the "conditioner" **6**, which rinses the ice. Dirty water collected in front of a squeegee is vacuumed, filtered, and returned to the tank.

## Resurfacing

Clean water from the ice making tank **7** is spread on the ice by a towel **8** behind the conditioner.

George Kramak, Illustration © Zamboni Company  
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ing rinks around the world. (To learn more, go to [Resurface.com](http://Resurface.com).)

There are a handful of other ice resurfer companies around the world, but all of

them combined don't come close to the number of Olympia or Zamboni ice resurfacing machines covering rinks across North America. ❄️

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