

August 2008



tropical *ice*

INDUSTRIAL, COMMERCIAL AND RETAIL ICE.

Plastic efficient handle bags

Tropical Ice introduces new plastic-efficient handled bags

Tropical Ice is introducing the most innovative plastic bag in the ice industry. More than just a handle in the bag, Chunk Ice has employed cutting edge plastic and manufacturing technology to produce a plastic bag that is both efficient and convenient.

Plastic bags are a petroleum based product and their cost rises with the cost of oil. Tropical Ice is committed to

offering our customers the lowest cost packaged ice possible and one way we are delivering this is by reducing the amount of plastic in our bags.





“the Tropical Ice lineup”

Tropical Ice has a type of ice to suit all occasions

Chunk Ice is the highest quality Food Grade ice made using tripple filtered, ozone treated water. Chunk Ice is HACCP accredited and complies with all relevant Food Safety regulations.

Chunk Ice stocks a range of ice products from party to block ice. Ice is a product with many uses, from enhancing the seafood display to cooling a cocktail or just keeping the esky cold.

Tropical Ice manufacture a **Finely Crushed Ice** product, perfect for frozen margaritas or shaved ice drinks. Finely crushed ice is available in 10kg bags. Call to order in advance.

Our trademark **Tube Ice** is the product most people would be familiar with. Our Tube Ice has been designed to give the best cooling properties in your esky while still looking good in a glass. Chunk Tube Ice is available in 4kg and 10kg bags.

Our **Block Ice** is long lasting and comes in 4kg or 18kg blocks. When combined with well insulated eskies, blocks will give you that long lasting cooling power, perfect for the 4 day weekend.

.....Whatever your application, from a margarita to a camping weekend, Tropical Ice has the ice for you!



Truck tracker raises run efficiency

Tropical Ice installs real time truck tracking into all delivery trucks

The rising cost of oil is putting pressure on all businesses, especially those involved in goods transport. Logistics companies must become more efficient to prevent cost being transferred to consumers.

Tropical Ice recently installed the latest GPS tracking and dispatch system into all our delivery vehicles in an effort to reduce our transport costs.

Investment of this kind ensures our customers receive the highest quality service at the lowest cost.

Chunk Ice is working hard through investment in technology and processes to reduce our carbon inputs. With a price soon to be levied on carbon, reducing carbon inputs makes both economic and environmental sense.



How to increase your ice sales

Ice is a **NOW** product. Only a very small percentage of ice is purchased and stored at home in the freezer. Generally ice is purchased when as it is needed, just before the party, on the way to the boat ramp or the night before a camping trip.

With this in mind, the key to selling ice is high visibility and reliability. Customers need to know you sell ice and they need to know you always have ice when they need it.

We have a range of signage that can be customised to each individual application. New on-counter point of sale (POS) can help prompt the customer into buying at the checkout.

Point of sale secrets to help promote ice sales within your store

We are constantly promoting the Tropical Ice brand through extensive radio advertising, print campaigns and sponsorship deals. Tropical Ice is a highly recognized local brand with a 40 year history in the Townsville region.

Tapping into this brand recognition and consumer loyalty can be done with high visibility signage and POS. Consumers know at a glance they are getting the product they know and trust.

If you have ideas on improving your store's signage or POS, please give us a call!



RECYCLING WITH TROPICAL ICE

Tropical Ice is a long standing member of the local community and we care about the impact of our business. Ice is packaged in plastic bags which can end up as litter if not disposed of correctly. To prevent this happening to Tropical Ice bags we are encouraging our customer to recycle their empty plastic bags. **Across the Townsville / Mackay region we have recycled in the vicinity of 12,500 plastic bags** that would otherwise have ended up in landfill. We are committed to recycling as much of our plastic waste as possible and to encourage the community to get involved, we are launching the latest recycling campaign.

We are very excited about our fourth promotion which will kick off in September, so stay tuned for more details and start collecting your Tropical Ice bags now.

Tropical Ice delivers all across the North & Central Queensland Region

Tropical Ice has increased their distribution network into Whitsunday area

Tropical Ice are proud to announce that we have expanded our ice distribution into Proserpine, Cannonvale and Airlie Beach.

This expands our service areas to Cardwell, Ingham, Lucinda, Townsville, Prairie, Greenvale, Giru, Home Hill, Bowen, Collinsville, Proserpine, Airlie Beach, Seaforth, Mackay, Sarina and west to Moranbah, Hughenden and Charters Towers.



Customer satisfaction is the final word.

We want to nourish and learn from our most important asset..... Our customers.

Customer satisfaction is the final word here at Tropical Ice. We are constantly adapting to the changing market and purchasing habits of our customers.

Our drivers are delivering the highest quality service and product for the lowest possible price.

We constantly review our product and services to ensure we remain at the cutting edge of the ice industry.

Tropical Ice provide 7 day a week service 365 days a year so you always have ice when your customers need it.

We appreciate and encourage any feedback from all our customer so we can keep providing the service and products you require.



73-75 Bolam Street, Garbutt, Q 4814
p: 4725 2411
f: 4779 8796
e: tropice@bigpond.com
w: <http://www.tropicalice.com.au>