



Island Ice

Delivering Value to the Hotel Industry

Island Ice integrates perfectly within the Hotel Industry. In fact the primary target markets that motivated the years of development required to produce the product, were the Hotel Industry and the Airline Industry.

From a Value Delivery perspective Island Ice contributes far beyond the obvious use of being integrated into the existing in room mini bar product portfolio. However, as a starting point this usage is worthy of discussion.

Mini Bars:

- Generally the only **unpackaged** consumable product available in a hotel room is ice located in the mini bar.
- Generally the only consumable product available in a hotel room that is **not a profit centre** (apart from complimentary products such as chocolates on the pillows) is ice.
- Generally the only consumable product available in a hotel room that exposes the owner to direct **litigation** is ice located in the mini bar.
- Generally the only guest amenity located in a hotel room that has not been exploited as a **brand touch point** is the hotel mini bar.
 - Wardrobes contain robes, slippers and coat hangers with corporate branding.
 - The audio visual system is generally integrated with guest services and has a corporate home page.
 - Bathroom facilities contain corporate branded toiletries and accessories.

Island Ice has the potential to change this.

Room Service:

- Generally the only consumable product available from room service **free of charge** is ice.
- Generally the only consumable product delivered by room service open to the environment and at risk of **contamination** in transit is ice.

Island Ice has the potential to change this.

Accommodation Segmentation:

- At present **accommodation standards** within a hotel are generally segmented by floor level, room size, amenities, guest offerings, incentives etc.
- Apart from the addition of premium and ultra premium beverages, the mini bar is bereft of any **branding device** that communicates premium status.

Island Ice has the potential to change this.





In House Restaurant & Bar Usage:

Island Ice as a product for in house use in bars and restaurants provides **opportunity for differentiation**, by employing segmentation strategies that will deliver value from the macro to the micro environments. Island Ice as a source of differentiation;

- Within the Corporate environment between brands.
- Within the hotel environment between venues.
- Within the venue environment between premium status of beverages.

Island Ice has the potential to deliver this.

Food Safety:

Ice is food, and until now it has been the forgotten food. Island Ice delivers value through **risk mitigation**. Island Ice mitigates the uncontrollable variables associated with the presence of ice in the Hotel Industry. Uncontrollable variables such as;

- Water supply quality.
- Water supply reliability.
- Ice machine quality and cleanliness.
- Cross contamination.
- Sabotage.
- Careless handling.
- Accidental contamination.
- Uncontrollable environmental storage such as ice in mini bars. Is it presently changed ever time the room is vacated?

Island Ice mitigates risk.

Occupational Health and Safety:

Island Ice delivers value to **OH&S strategy development** and policy execution through risk mitigation. Island Ice provides;

- A sterile ice alternative for external use in the event of accidents including sprains, strains, fractures and amputations.
- A sterile ice alternative for internal use in the event of accident or illness for human consumption.
- A sterile ice alternative in the event of quarantine restrictions through outbreaks of disease such as the swine flu.

Island Ice mitigates risk.

Overriding Benefits and Features:

Island Ice possesses a number of inherent Benefits and Features not necessarily unique to the Hotel Industry that includes:

- A nylon substrate seal that has capacity for customization, empowering the product as a unique brand touchpoint.
- A packaged ice that remains sterile until dispensed.
- A shelf life of 18 months.
- A Source of differentiation for premium and ultra premium segments.





- The only ice product available capable of being used as a profit centre.
- Beverage integrity retention – A globally consistent product.
- A hermetically sealed sterile product.
- Pure and contaminant free.
- Health Industry compatible as an aid to hygiene & infection control.
- Tamper evident packaging.
- Traceability to the source of origin.
- Storage friendly/convenient - stackable.
- Capacity to store back up supply unfrozen.
- Economical to store - doesn't require refrigeration.
- Food safe.
- Confined space friendly – Room Service Carts & Storage Areas
- Remote location friendly.
- Recyclable packaging.
- Reduced handling.
- Dispensed without the use of utensils or direct human contact.
- Convenient portion control.
- Portable and refreezable.
- Eliminates damage and inconvenience of ice melt leakage.
- Minimizes ice wastage.
- Ambient temperature transport & shipping.

Overriding Considerations:

Island Ice presents opportunity to be applied across markets in a multitude of ways; however we have identified **two overriding considerations** to the use of Island Ice in a value delivery context.

- Wherever there is an opportunity to value add a premium offering.
- Wherever there is a requirement for a sterile ice product.

The following URL is our online presentation that provides an overview of the product

www.islandice.com.au/onlinemedia.html

For more information please visit www.islandice.com.au

Our marketing department will work closely with your company to achieve the desired outcomes.

