

# GRANITE ICE<sup>®</sup>

Your drink 'On The Rocks'

The gift you buy when you don't know what to give.

*It's the perfect quality gift line for dad, brother, uncle or grandad...  
and even for that dinner party where the hostess doesn't want yet another box of chocolates!*

*Carved from beautiful pure granite, you simply slip the tray containing 10 smooth edged granite cubes into the freezer... and 20 minutes later you have ice cold 'ice' for your drink.*

## Some History

In Sweden for hundreds of years the locals have been cutting small cubes out of soap-stone and using them for precisely the same reason as our Granite Ice – to cool their favorite drinks without diluting them. We consider granite a far superior stone because of its completely inert qualities.

## Trial tested in Australia

It has just been successfully retail tested in Melbourne, Australia in a region regarded by product evaluation agencies as typifying the buying trends and demographics of middle markets around the world.

Tests revealed Granite Ice is purchased:

- By teenagers and young adults for birthdays or Father's Day.
- By women as an impulsive gift for friends and family.
- By women as a dinner party present for the hostess, replacing traditional gifts such as flowers and chocolates.

## The major sales avenues

- Gift and specialty stores
- Catalog/Catalogue
- Potential for one minute direct response commercial during Father's Day.



## A question you may ask, "Is it safe?"

Yes! It is much safer than natural ice due to its weight and the basic physics of a drink's liquid contents which sees Granite Ice remaining at the bottom of the glass at all times (natural ice floats which means it can obstruct the mouth when drinking).

Granite Ice will not move unless the glass is empty and is tipped well beyond horizontal. In the unlikely event that this occurs, ones lips (not teeth) surround the rim of the glass and cubes will not cause injury due to their small size, light weight and rounded edges. Insurance liability cover is not a problem with Granite Ice.

## What makes it such a unique and practical gift item?

- It doesn't dilute your drink.
- Granite is inert and cannot react with anything or absorb anything so it doesn't 'taste' your drink.
- It is hygienic and reusable – you'll never run out of ice.
- It avoids using local tap water.
- It makes a great conversation piece.

## Granite Ice consists of

10 solid granite cubes, color white with dark flecks, each approximately

2cm (3/4") x 2.5cm (1"), and comes in a container crafted from softwood with transparent sliding lid. Imprinted on both sides of the wooden panels are the words "Granite Ice".

Softwood container: 23cm (9") x 4cm (1.6"). Product is packaged in full-color on quality gloss board stock, which features a 'window' allowing the consumer to view four granite cubes.

Origin: China

Weight: 390 grams (140oz)

Outer: Carton contains 24 sets:  
9.8 kgs (22.05 lbs).

Dimensions: 25cm (9.8") x 22cm (8.6") x 19cm (7.6")

Min. order: 2016 sets (84 outer boxes).

Special orders: Where special customised packaging required:  
5016 sets (209 Cartons)

Lead time: 4 wks FOB Hong Kong. Special order: 6 wks.

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Focus groups in Australia loved the packaging, and saw the product as very practical and, yes, they would readily purchase it as a gift. They were also comfortable with the retail price of just under US\$20. And because of the perceived high quality of the product, they were very confident that it would continue to have an ongoing presence in the marketplace, despite any saturation launch which may occur.

# GRANITE ICE

Freezable cubes for cool drinks



Freezer chills in 20 minutes

Doesn't dilute your drink

Avoids tap water

Hygienic and re-usable