

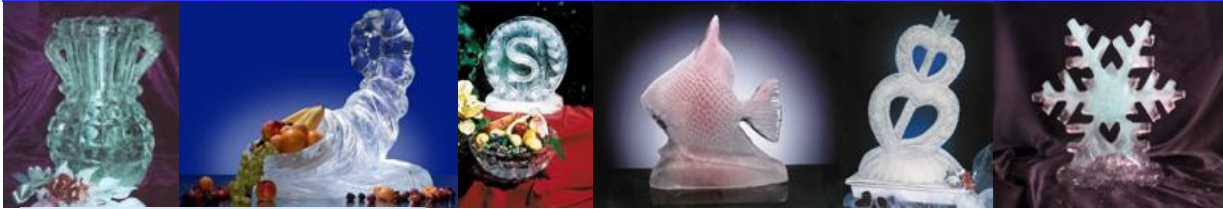
# ICECRAFT

News from Icecraft International



World Leaders in ice moulding technology

[www.icecraft.com.au](http://www.icecraft.com.au)



## A MESSAGE FROM VIVIENNE (Our CEO)



As always, we are way overdue with a newsletter to our friends around the world. We are also a little late with the "Happy New Year" wishes but here's hoping that 2009 brings you good health and happiness – and prosperity despite the global economic downturn. Our own fortunate experience is that interest in our special product has increased rather than diminished, as clients realise that [beautiful ice sculptures](#), economically produced, enhance their functions' presentations and introduce a "WOW" factor which in turn attracts more business.

Also at this time there is an increased interest in becoming self-employed by [starting up a business](#) making and supplying the ready-made ice sculptures to the various hospitality venues. As we do not ask for any franchise fees or royalties or impose a minimum purchase on orders, this allows a low-cost and smooth transition into this business opportunity.

### On a personal note



**Viv and Kerry  
at the Gala Awards night**

Icecraft International remains a close-knit family-owned and operated company. We feel this allows us to continue to give personalised service, 7 days a week, to our valued customers all around the world. While my son, Wayne, continues to do a great job running the [product development and manufacturing](#) side and some of you have met Grandson, Brett, at International Trade Shows, we are delighted to have my daughter Kerry join our team on the administration side. Her long-term experience in office management and administration is very welcome. (If her face looks familiar you may note that her photo has been in the brochure for more than 10 years with the pic. of the [Ice Cylinder](#).)

Please do stay in touch. I love to receive your news and feedback.

Best Wishes  
*Viv.*

## NEW RELEASES!!



**We are pleased to announce that our ever-popular [Stylised Swan](#) now has a baby (16") - perfect as table centrepieces.**

Since our last newsletter we have added new designs to the range and 4 new pages to the [brochure](#).

[Click here to go to our Gallery where you may select the categories of your choice.](#)

Of course we cannot keep the printed brochure totally up to date at all times but our new additions to the range usually appear quickly on our web site. For instance pictured below is our latest addition, the Bottle Holder/Curved Mini Bar – 5 holes, which is also useful as a breakfast bar to hold carafes of milk, juice etc.

\*\*\*\*\*

This design now available in  
**3 sizes** – 36", 28" and 16" high.



(above) 16" Stylised Swan -  
Table Centrepiece size



Leaf bowl



View from top



Fruit frozen in the ice

## TRADE SHOWS



Brett at Hong Kong  
Restaurant and Bar

\*\*Brett recently exhibited at the **Hong Kong** Restaurant & Bar Show.

\*\*Our 5<sup>th</sup> showing at the GulFood Trade Show in **Dubai** will see Donna at Booth # A1-19 making her 4<sup>th</sup> appearance at that excellent exhibition which is to be held 23<sup>rd</sup> to 26<sup>th</sup> February.

\*\*I will be exhibiting at the Catersource Trade Show in **Las Vegas** 24<sup>th</sup> to 25<sup>th</sup> February – Booth # 1921.

\*\*Meet John Rosendorf at INTERNORGA at Hamburg, **Germany** – Hall #B5 Booth #112 on 13<sup>th</sup> to 18<sup>th</sup> March and/or visit his website [www.icecraft.dk](http://www.icecraft.dk)

These Trade Shows allow us not only the pleasure of meeting again with 'old' contacts but the opportunity of meeting new customers who so often hear of us there for the first time despite 21 years of exporting to [114 countries](#) !

## AWARDS



We won again! Following on our special Queensland Government Award ( sponsored by the Australian Trade Commission ) as Regional Exporter of the Year in 2007, we were delighted in December to have also been named as the 2008 winners of the final in our category of the Gold Coast Business Excellence Awards. This was against very strong competition ... so we offer a big thankyou to all our customers out there whose support keeps our company strong.

**Viv and Donna proudly accept  
the 2008 Gold Coast Business  
Excellence Award**



**Custom Moulds**  
*(above) Maxwell Air Force Base  
Propellor & Wings Insignia in ice.*

*(right) George Washington.*

### **Add a finishing touch to your ice sculpture display with our self-contained Drip Trays.**

*They come in a variety of shapes  
and sizes - large and small, round  
and rectangular. These quality  
trays are made of fibreglass with  
glossy white gelcoat finish and  
chrome style-trim. A combination  
of good looks and super strength.*

[Click here for more details and  
images](#)



*Reminder: As an extra Customer  
Service, we have **International  
FREECALL** numbers. This service  
provides excellent communication  
between Icecraft and our customers.*

## CUSTOM MOULDS

Our clients continue to recognise and appreciate the impact that their custom-designed ice sculptures make when on display at their functions. Not only do they make a beautiful decoration but they promote the company profile and product in a novel and spectacular way. Our requests continue to come from ever more diverse areas of business / sport / education / community service / defence forces / cruise lines and more.

[To contact us about your own logo or special idea click here.](#)



Here is a glimpse of how the development of all the Icecraft moulds begins – with our sculptor's original carving from which the master mould is manufactured.

## SELF-CONTAINED DRIP TRAYS



**Every** drip tray is available with an insert.

This insert accommodates the ice sculpture, slightly elevated, and at the same time creates a reservoir in the lower section which catches any run-off whilst on display.

If you need **inserts only** for previously purchased regular trays, these are available for purchase separately.

## PRICING & OTHER ENQUIRIES

### **WHY AREN'T OUR PRICES DISPLAYED ON OUR WEBSITE?**

Because we have such a large list of designs and export to 114 countries in various currencies, it is not practical to display price lists on our website. We are only too happy to provide a quick response with your relevant price list and information. To request this please [click here.](#)

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Not many businesses are being left untouched by the present severe economic downturn. Things will improve, as they always do, but the big question is "How long will it take this time?" Meanwhile, people will still always wish to gather together to celebrate their own happy events and the hospitality industry, with innovation and enthusiasm, will surely come through this O.K. One of our favourite sayings in difficult circumstances is "When the going gets tough, the tough get going!! "

**FREECALL NUMBERS**  
**COUNTRY DIAL**

USA	1866 287 5618
UK	0800 028 5654
Canada	1866 895 0852
Australia	1800 777 679

*Dial as above.*  
**No country codes required**

Best wishes to each and every one of you.

From the Icecraft Team 😊

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## **Icecraft International**

*World Leaders in Reusable Ice Sculpture Moulding Technology*

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**WARNING!** Many businesses, with our approval, have images of our product on their web sites and on other advertising material. However, other unscrupulous people have been known to claim that they are manufacturing our reusable ice moulds – this is untrue and can only cause confusion in the market place. Please don't hesitate to check in with us if you have any doubts re genuine suppliers of our **unique**, guaranteed product.



Send to a Friend