



An Employee Owned Company



# Ice Breaker

**A revolutionary breakthrough in ice merchandisers**



As the world's leading manufacturer of retail ice merchandising equipment, Leer Inc. is excited to chart a new path of innovation which will open additional channels of profitability for our customers.

### Introducing the Ice Breaker!

Through intensive research and development, we've met the needs of both the consumer and the retailer with enhanced experience solutions:

- **Clean & Clear**® technology giving the merchandiser a visually appealing, friendly and contemporary exterior; combined with an inviting white interior, enhanced with anti-microbial materials
- Adding self-serve feature and familiar debit/credit card mechanism making it clear how and where ice should be purchased
- Providing a real-time monitoring interface to the owner, with the ability to place a unit at any convenient location



## The New Self Serve Ice Breaker

Leer has hundreds of thousands of Classic Ice Merchandisers that continue to work all over the world, but they don't work 24/7 in most locations. That's because they are locked during non-business hours.

But think about it. People often need ice at all hours of the day and night, so there really shouldn't be any non-business hours for ice. It should be open for business 24/7.

Consumers agreed - in a recent study they rated vending and a brighter cleaner appearance as the most important feature improvements. This led us to research and define not only a new product but also a whole new method of ice merchandising.

### Retail Growth

While there will always be a place for the Classic Ice Merchandiser, the new Ice Breaker speaks to the redefining of "modern" and "convenience" being shaped by retail stores.

### New Opportunities

Requiring only electricity and a cell phone signal, the Ice Breaker expands your reach into all types of areas and venues in which consumers need ice. And just as important as wherever — whenever!

## Open The Door to Nice Vending Opportunities with Cool New Features

- 1) Dynamic crown with "northern lights" illumination also functions as cover for refrigeration unit
- 2) Large inviting doors and easy grip handles provide multiple touch points and comfortable access for customers
- 3) Consumer-friendly recessed user interface protects against the elements
- 4) Door wraps to side of cabinet to accentuate a clean aesthetically-pleasing merchandiser
- 5) Smooth **Clean & Clear**® interior finish [manufactured with antimicrobial sheet metal] in white to showcase the packaged ice



1



2



3



4



5



## How it Works for the Consumer

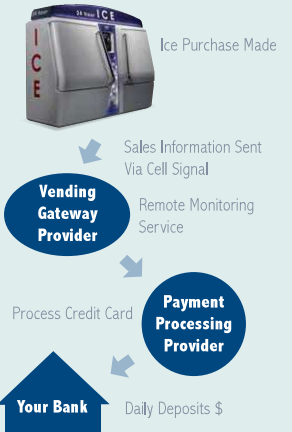
### A Simple 3 Step Process:

- 1) Swipe Credit Card**  
Door Unlocks
- 2) Open Door**  
Take Desired Number of Bags
- 3) Close Door**  
Card Reader Displays # of Bags Taken & Amount Charged

Transaction Complete

**Enjoy Ice!**

## How it Works for You as The Customer



### Customer will have Account Login to:

- Monitor the Whole Process
- See Real-Time Inventory
- Set Bag Size
- Send Alerts
- Set Price, and Adjust Price Dependent on Location and Occasion

## The New Leer® Ice Breaker *Non Vending Model*

**Unique, contemporary design with durability and longevity in mind.**



We realize not every opportunity will be open to 24/7 vending so our Standard Model will be equipped with all the newly fashioned features but will handle transactions the old fashioned way.

With a real marketplace presence our new Ice Breaker also features a very durable scratch and dent resistant surface which will keep this merchandiser looking good for years to come.

To increase probability of point of purchase buying it has a new, clean aesthetic look and illuminated signage. And with its sleek ergonomic styling it fits well with today's modern retail stores.



### **Designed to Deliver:**

- A Bold New Look
- **Clean & Clear**® Technology
- Consumer-Friendly Features
- Blend of Contemporary & Classic Design Elements

**Put the New Leer® Ice Breaker to work for you and open doors to new ice vending opportunities.**



**Call: 1-800-766-5337**



For generations, there has been a demand and desire for ice; and throughout history, Leer Inc. has pioneered virtually every new technology in the industry, including introducing the first ever Ice Merchandiser. Our rich heritage of producing award winning products results from a commitment and dedication to engineering research, manufacturing excellence and quality service since 1952. No one knows this industry like we do. And to us, it's crystal clear that the Ice Breaker—with its new and differentiating design and state-of-the-art technology—will create more opportunities for consumers to purchase ice, current locations to sell more ice, and allow you to market your product and help run your business more effectively.

So get on board the **Ice Breaker** and clear the way to increased profits.

