

PRESS RELEASE  
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### **CONVENIENCE STORES PUT EXPENSES ON ICE**

Kloppenbergs ProfitICE™ Builds Profit Centers In Convenience Stores!

-Englewood, Colorado. Kloppenberg is pleased to announce its newly designed ProfitICE™ Ice Bagging machine. “ProfitICE™ is the convenience store’s new profit center; thus the name”, say Joe Kloppenberg, President of Kloppenberg. And he added, “According to convenience store owners, the net difference between purchasing bagged ice and having in-house ice bagging operations is melting away some of the red in their operating expenses.”

Phil Moyle, Inside Sales and Customer Service Manager for Kloppenberg, says, “In today’s cost-tightening reality, the difference between a store purchasing ice from an outside vendor compared to owning/leasing the ProfitICE™ ice bagger and making their own ice supply turns an expense into a profit center. What I’m hearing from the convenience store owners is that anything to help the bottom line is essential, especially in today’s economy.”

In terms of functionality, the 30” wide design takes little back room space and fits comfortably through a standard front door. Merchandisers can easily create on-hand customer incentives to receive a free bag of ice with gas or specific product purchase to increase additional sales as well as provide additional options for cold drink merchandise throughout summer demand. Existing employees can easily operate the bagger and maintain needed supply quantity. The foot pedal operation eliminates physical demand and allows for employees to bag, on average, 50 to 60 eight to ten pound ice bags per hour for the minimal cost of less than 8 cents per bag; according to the manufacturer’s specifications.

Phil added, “Considering today’s cost of ice is upwards of a dollar a bag from an outside vendor, the savings, convenience, and flexibility of bagging an ice supply in-house adds bottom line profits without increasing costs. It also keeps costly employees busy.”

Kloppenbergs is offering retailers a \$1 buyout lease purchase and no money down with low monthly payments on their complete system consisting of the icemaker, bagger, and merchandiser. The lease payment option is also a 100% tax-deductible benefit as a business expense.

For more information, contact Phil Moyle, Inside Sales and Customer Service Manager,  
1.800.218.1819, or visit: [www.kloppenber.com](http://www.kloppenber.com).

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