

The Natural Ice™ P.O.P. Shipper Display



It Stacks to Create an Aisle or End Cap Display,
or it can Stand Alone on a Shelf or Countertop!

America's Best New Cooling Solution!



NATURAL ICE™ is not a chemical gel - it's made with pure water - which is safe around food, kids and pets! NATURAL ICE™ fits anywhere and goes anywhere. With NATURAL ICE™, picnickers, tailgaters, travelers, sportsmen and outdoor enthusiasts no longer have to worry about keeping food cold and dry. NATURAL ICE™ is a reusable, flexible ice sheet

that's made with pure Wisconsin water and sealed tight in durable plastic. It eliminates water mess and the inconvenience of going out for ordinary ice. NATURAL ICE™ flexible ice sheets freeze faster, cool longer and take up less cooler space than chemical gel packs. What's more, NATURAL ICE™ is more cost effective than ordinary ice, is washable and renews in hours.

Natural Ice™ Offer More Flexibility and Cooling Power than Chemical Gel Packs!

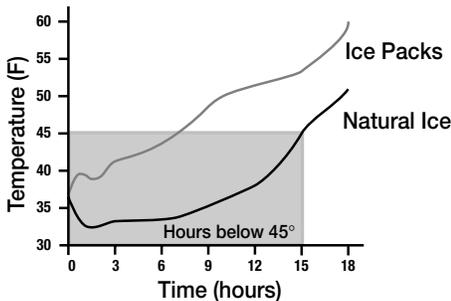


Flexible When Frozen



Cut to Size

- Pure Water
- Cut to Size
- Cools Longer
- Takes Less Space
- Durable
- Washable
- Reusable



Cools 2 Times Longer Than Chemical Gel Packs
Tested by independent laboratory

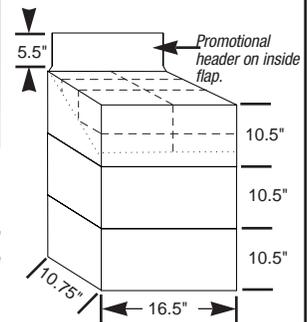
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Part No. DS-200



Each P.O.P. shipper display contains (12) twelve 2 lb. Jumbo Flexible Ice Sheet packages



The P.O.P. shipper display can stand alone on a countertop or shelf, or stack to create an aisle or endcap display.

NOTES: