



THE RETAILER'S GUIDE TO ICE VENDING



THERE IS A BETTER WAY TO SELL ICE & WATER

Kooler Ice - A Better Way to Sell Ice!

When it comes to selling ice, we understand your pain! The good news is there is a better way to sell ice! With the current challenges facing the country due to COVID-19, delivering a safe product is more important than ever. Since 2007, all of Kooler Ice machines have been designed with our patented "Touchless Ice Delivery System".



[Click the video above to watch our "Touchless Ice Delivery System" in action](#)

The Kooler Ice "Touchless Ice Delivery System" ensures that you are the first person to touch the bag of ice. There is no human interaction with the ice at any time during the dispensing of each bag. This decreases the possibility of contamination while ensuring that our machines are the safest option for purchasing ice and water in your area.

Problems with Bagging your Own Ice

State Health Departments naturally do not prefer this method since it is unregulated and unsupervised – especially now! There are no sanitation controls in place in a lot of stores, posing potential liability issues for store owners. Also, no-one likes to bag ice! Plus there are potential workers comp issues from bagging ice – which can be very costly!



Offer a Higher Quality Product

Food safety is a top priority for both producers and consumers. Ice is food and how you get your ice directly impacts the health and well-being of your customers. With an ice vending machine, you are offering customers a safe, high-quality product they can trust.

- **Zero Human Contact w/Ice** - the machine automatically creates and bags the ice itself
- **Clean/Sterile Ice Storage Bin** - Kooler Ice's Preventative Maintenance Program requires that the ice storage bin is cleaned and sanitized every 6 months.
- **High Quality Water** – our machines come standard with 2-stage carbon and sediment filters with the option to include reverse osmosis filtration system, ensuring purified water and ice.

No More Stock Outs, Theft, or Poor Delivery Service with Kooler Ice you will have...

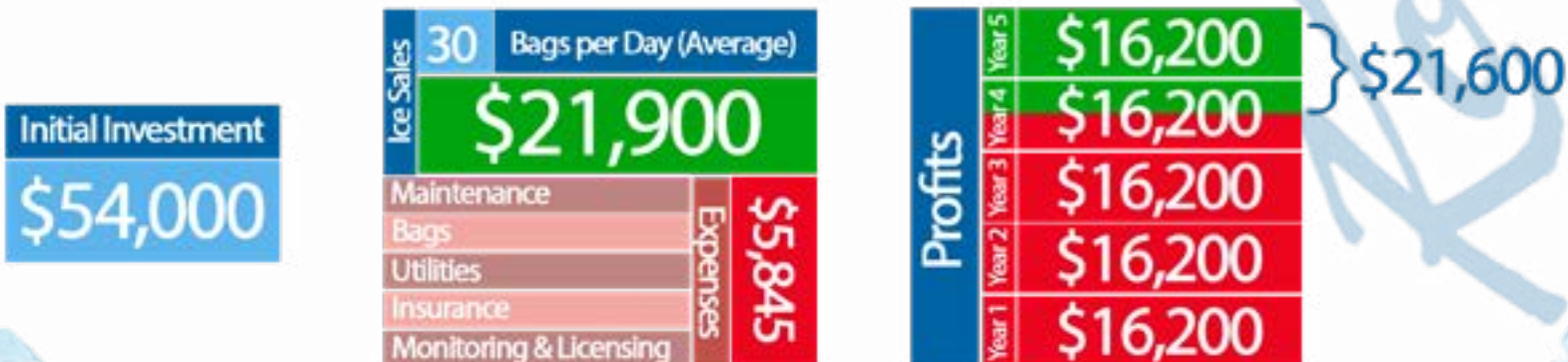
- No more delivery fee's
- No more overpaying for ice
- No more lack of communication from vendors
- No more ripped, torn or damaged bags
- No more locking and unlocking ice boxes
- No more accounts payable invoices to manage



Do the math!

If you sell 30 bags a day at \$2.00 per bag, that's is \$60 per day! In 30 days, that is \$1,800 per month. If you finance a machine for 60 months, (Under \$900 / IM600XL) after 60 months your cost to make a bag of ice will be under 40 cents per bag.

At \$2.00 per bag, that's a huge \$1.60 Margin per Bag



But - there is a better, safer way to sell ice...

You can eliminate all of these issues and turn your store into a true **“Ice Destination”** attracting customers, differentiating your business and increasing your ice and water profits. With a your own Kooler Ice vending machine you can finally...



Control Your Inventory

The machine restocks its inventory in real time. As customers buy ice from the machine throughout the day, the ice maker recuperates the storage bin at 50 lbs. or 5 ten lb. bags of ice per hour, per ice maker.

Choose from 4 different machine models to have a machine that meets your store's ice demands. Whether you need to meet the demand of 50-60 bags per day or over 350 bags, we have a machine model to fit your store.

[Click here](#) to learn more about our insulated ice storage bins.



What Is Your Square Footage Worth?

Wouldn't you rather use that space to sell other SKU's. There is no need to allocate space within the stores if you place your machine outside the store! Set the machine outside off in the grass or in a vacant parking space in your lot where it is available to customers 24/7.



Ice Vending Benefits for Consumers:

Your customers will love the machine. Here are a few reasons why:

It's Convenient ✓

The Kooler Ice machine is open 24 hours a day and is easily accessible. Because our society is so fast paced and convenience driven, the largest factor the public considers when purchasing ice is convenience - more so than price! Customers are now looking for a safe place and a safe way to buy their ice and water.

No Waiting in Line ✓

Since the machine is located outside the store, customers do not have to wait in line inside the store. Similar to pay at the pump, customers will visit your store just for this feature alone. This is more important today than ever as social distancing becomes critical.

Better Quality Ice ✓

Because the Kooler Ice machine dispenses ice "on demand", your ice will not sit in bags and freeze into chunks, making it difficult to remove from the bin and use - so the quality is better. In addition, the ice is delivered as a 7/8" cube of ice (not as cracked ice), so it lasts longer and is easier to position.

Better Tasting Ice ✓

Because the ice is dispensed "on demand" and the water is filtered, it has a fresh, clean taste and will not have a "tin-y" or freezer burned taste. The difference will be noticeable to your customers.

Machine Models and Dimensions



IM600XL



IM1000



IM1500



IM2500

Model	IM600XL	IM1000	IM1500	IM2500
Height	9'4"	8'3"	10'5"	10'9"
Depth	3'	5'11"	7'10"	9'1"
Width	6'	4'7"	5'9"	7'
Bin Capacity	550lbs.	750-850lbs.	1500lbs.	2500lbs.
Weight	1195lbs.	1635lbs.	2450lbs.	3550lbs.
Auto Bagging System	Yes	Yes	Yes	Yes
Production Over 24 Hrs.	500-900lbs.	1000-1200lbs.	1900+lbs.	2400+lbs.
Bag Sizes	10lbs. only	10 or 16lbs.	10 or 16lbs.	10 or 16lbs.
# Ice Makers	1	1	1 or 2	Up to 4
Ice Makers Available	C630-C1848	C1448-C1848	C1848	C1848
IceTalk® Monitoring App	Yes	Yes	Yes	Yes
Optional Cash Register Control	Yes	Yes	Yes	Yes
Water Vend Station Option	Yes	Yes	Yes	Yes
RO Water Available	Yes	Yes	Yes	Yes
Cold Weather Package	Yes	Yes	Yes	Yes
# of Ice Vend Selections	1 Button	2 Buttons	2 Buttons	2 Buttons
Credit Card	Yes	Yes	Yes	Yes
Lighting Kit Option	Yes	Yes	Yes	Yes

*Maximum 24 hour production assumes a full bin at start of day.

IM600XL

The IM600 is the smallest and most versatile ice and water vending machine on the market. With its unique size it can be placed anywhere whether it be inside or outside a retail store, or standing alone in a parking lot. It can also meet a variety of production needs since it is capable of producing 400-900 pounds of ice daily (depending on the ice maker model you choose). The machine includes multiple payment options and offers water vending capabilities, allowing you to meet the needs of all your customers.



[Download Brochure](#)

[Watch Video Overview](#)

Machine Specs

- ✓ Bin capacity of 550lbs. of ice
- ✓ Can produce up to 50 -90 10lbs bags daily*
- ✓ Choice of Scotsman "Prodigy" Icemakers
- ✓ 220 Volt Single Phase Power/Uses 60 Amps
- ✓ 3/4" Supply & Drain Line Hook Ups
- ✓ 7/8" Dense Cubed Ice
- ✓ High Strength Aluminum Alloy Frame
- ✓ Food Grade Molded Plastic Storage Bin
- ✓ Bag Tracking System on All Bags
- ✓ Easy Access to All Components
- ✓ Easy Bag Changing Operation
- ✓ Easy Water Filter Changing Operation
- ✓ Push Button Operation
- ✓ Adjustable Vend Rate
- ✓ Stylish Backlit Graphics
- ✓ Variety of Machine Options are Available

*Maximum 24 hour production assumes a full bin at start of day.

IM1000

If you need more production than what the IM600 has to offer, the IM1000 is the machine for you! The IM1000 is versatile and can be placed up against a building or in a vacant lot or parking lot. It can produce 100 - 120 bags a day. The machine combines amazing style with high production capabilities. It also offers the choice of multiple payment options and water vending capability, allowing you to meet the needs of all your customers.



[Download Brochure](#)

[Watch Video Overview](#)

Machine Specs

- ✓ Bin capacity of 850lbs. of ice
- ✓ Can produce up to 100 - 120 10lbs bags daily*
- ✓ Choice of Scotsman "Prodigy" Icemakers
- ✓ 220 Volt Single Phase Power/Uses 60 Amps
- ✓ 3/4" Supply & Drain Line Hook Ups
- ✓ 7/8" Dense Cubed Ice
- ✓ High Strength Aluminum Alloy Frame
- ✓ Food Grade Molded Plastic Storage Bin
- ✓ Bag Tracking System on All Bags
- ✓ Easy Access to All Components
- ✓ Easy Bag Changing Operation
- ✓ Easy Water Filter Changing Operation
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- ✓ Variety of Machine Options are Available

*Maximum 24 hour production assumes a full bin at start of day.

IM1500

The IM1500 is a perfect blend of production, price and performance – setting a new standard in the ice vending industry. The IM1500 is the perfect stand alone machine. The unit was designed to provide big production with a reduced footprint and will easily fit in one parking space requiring less than 50 sq. feet to place the unit. With a 1500lb. Ice storage bin and the ability to add 1 or 2 ice makers, the IM1500 will meet most high production requirements.



[Download Brochure](#)

[Watch Video Overview](#)

Machine Specs

- ✓ Bin capacity of 1500lbs. of ice
- ✓ Can produce up to 220+ 10lbs bags daily*
- ✓ Ability to attach (2) Two Scotsman "Prodigy" Icemakers
- ✓ 220 Volt Single Phase Power/Uses 60 Amps
- ✓ 3/4" Supply & Drain Line Hook Ups
- ✓ 7/8" Dense Cubed Ice
- ✓ High Strength Aluminum Alloy Frame
- ✓ Food Grade Molded Plastic Storage Bin
- ✓ Bag Tracking System on All Bags
- ✓ Easy Access to All Components
- ✓ Easy Bag Changing Operation
- ✓ Easy Water Filter Changing Operation
- ✓ Push Button Operation
- ✓ Adjustable Vend Rate
- ✓ Stylish Backlit Graphics

*Maximum 24 hour production assumes a full bin at start of day.

IM2500

The IM2500 is our largest and most productive ice machine. Like our other models, it offers style, technology and features that are sure to attract customers and keep them coming back! After seeing other manufacturers' expensive and complex high-production machines, we at Kooler Ice set out to design a user friendly, cost-efficient machine that is still capable of meeting the needs of those high demand areas. It is capable of hosting multiple ice makers, so it can accommodate the production needs of your highest producing locations. One ice maker allows the machine to produce 2,400 pounds of ice daily; two would allow for 3,500 pounds of ice daily!

Machine Specs

- ✓ Bin capacity of 2300 - 2800lbs. of ice
- ✓ Can produce up to 280+ 10lbs bags daily*
- ✓ Ability to attach (4) Four Scotsman "Prodigy" Icemakers
- ✓ 220 Volt Single Phase Power/Use 100 Amps
- ✓ 3/4" Supply & Drain Line Hook Ups
- ✓ 7/8" Dense Cubed Ice
- ✓ High Strength Aluminum Alloy Frame
- ✓ Food Grade Molded Plastic Storage Bin
- ✓ Bag Tracking System on All Bags
- ✓ Easy Access to All Components
- ✓ Easy Bag Changing Operation
- ✓ Easy Water Filter Changing Operation
- ✓ Push Button Operation
- ✓ Adjustable Vend Rate
- ✓ Stylish Backlit Graphics

[Download Brochure](#)

[Watch Video Overview](#)

*Maximum 24 hour production assumes a full bin at start of day.

How Our Machines are Built

At Kooler Ice we know that building a quality product takes time and a commitment to the process.

At our 49,500-square foot facility in Byron, GA, we have trained and developed a high-quality work force that is committed, and passionate about creating the highest quality ice vending machine possible! We utilize lean manufacturing principals and our employees are empowered in our manufacturing and quality control processes.

Kooler Ice practices quality at each stage of the ice machine manufacturing process. Each employee is provided with detailed work instructions to ensure that each part of a machine is assembled to the exact specifications of our customers' requests.

Before a machine is shipped, we test against a 100+ point verification checklist to ensure the machine is operating properly before it is installed.

Our machines are delivered on time by a trained professional and are ready to serve customers within 24 hours of installation.

We invite all of our prospective owners to come tour our manufacturing plant to see how our machines are assembled.

[Click the video below to watch our Plant Tour video](#)



Machine Options

Kooler Ice offers many machine options to allow you to configure your machine so that it meets the needs of your individual location. We have the following options to choose from:

Credit Card Reader – This option allows consumers to use credit or debit cards to make payment, offering added convenience for the consumer. Researchers believe that over 60% of Americans use a credit card for all of their retail purchases. It is managed and supported by EPort and the cost is \$9.95/month for the service. Many owners add a 10 cent convenience fee to offset this cost

Canopy Kit - This optional cover goes over the top of the machine to cover the ice makers for a more aesthetically pleasing look for the machine, as well as to offers shade and protection for the ice maker(s).

Lighting Kit - This option allows the machine to be lighted for added visibility and safety after dusk. It includes fluorescent lights placed around the top of the machine for optimum lighting.

Cold Weather Package (for the machine) - This option is recommended for units that will be located in areas where temperatures can fall below freezing on occasion, or regularly, to aid in keeping water lines and filters from freezing.

Cold Weather Package (for the ice maker) – This option is also recommended for units that will be located in areas where temperatures can fall below freezing and offers protection for the ice maker(s) from the cold weather elements.

Reverse Osmosis Filtration Package – This option is recommended if the water in your area has a TDS of 150 or above, or if you're simply looking to offer your customers the cleanest ice and best tasting water possible.

Standard Water Dispensing & Filtration Package – The Kooler Ice machine has the capability of offering owners a secondary income source through water sales! We offer several machine models which can be equipped to dispense water in 1 or 5 gallon vends. Your customers bring their own containers (or you can offer them through your store). You can enjoy high profits on both ice and water, while offering another high-quality product to your customers from the same unit. And, as with the ice – you set the price!

IceTalk® Remote Monitoring System

Kooler Ice offers a unique remote monitoring feature which is available on all Kooler Ice machines.

This feature allows our owners to manage their ice vending business more efficiently and effectively using a cellular based monitoring system - saving time and money. It can also provide valuable data for owners to assist them in managing and marketing their machines.

A modem is installed at the factory and works with a software system designed by Kooler Ice that allows owners to manage their machine(s) from any computer or smart phone for a \$35 monthly access fee. There are no hard-wire connections or third-party contractors required and the system can be accessed from your computer, smart phone or iPhone application.

The system can be set up to automatically notify you or your other support people when there is an “alert” in the machine’s operation such as “Door Open”, “Out of Bags”, “Out of Ice”, etc... The notice can also be viewed from your computer or smart phone. Kooler Ice is the only ice vending company that connects to the green board on the ice maker to retrieve system information helping you to more efficiently manage your machine.

This system also allows owners to “free vend” a bag of ice, “re-set” the bill validator, place the unit into “free vend” or “sold out” mode remotely, as well as respond to other mechanical issues. This saves time and money and allows our owners to offer a higher level of customer service.

The system allows you to monitor your sales activity, how much money is in the machine, as well as your bag usage, so that trips to the machine are limited to going only when they are necessary for regular maintenance (adding bags and collecting money), as opposed to going by periodically to “check” the machine.

The IceTalk® feature allows for more efficient use of your time and resources. In addition, because you can monitor the machine’s (or multiple machines) sales activity individually (or as a group), you can learn more about your customers buying habits and preferences.

With this system you can track hourly, weekly and monthly sales data in an easy to use format which you can access easily or export into an Excel worksheet to develop your own charts, graphs and sustainable reports on the sales volume and activity of your business to monitor the

With the IceTalk® Remote Access Modem, You Can:

- Vend a free bag of ice remotely or place the unit into a “Free Vend” state, as well as reset the bill validator remotely using your computer or smart phone for enhanced owner convenience and customer service.
- You can place the machine remotely into a “Sold Out” state at anytime if you are traveling and cannot get to the machine to add bags or if there is an issue requiring service.
- Receive notification if you are out of bags, out of ice, if a door is open, or if there is a problem with the machine or ice maker.
- Quickly and easily review all machine settings, blower, agitation, etc.
- Quickly and easily see how many bags are in the machine at all times, eliminating unnecessary trips to the machine.
- Quickly and easily see how much money is in the machine.
- Set up a contact list of who you want the machine to email or text in the event there is a machine alarm for enhanced machine management.
- Track sales from your computer or smart phone by the hour, day, week, and month.
- Set up machine profiles and track multiple machines at once.
- Keep track of history and all fault codes for quick reference and analysis.
- Run reports with pre-loaded graphs using a friendly interface that is quick and easy.
- Export the data into Excel to run your own charts and graphs.

Work Smarter - Not Harder!



Click the video above to watch the IceTalk® Remote Monitoring System Video

Our Customer Support

Customer service and support is a top priority for our organization and is deeply embedded in our corporate culture. We will be there to assist you from the time you begin considering a Kooler Ice machine, and throughout your many years as a successful Kooler Ice machine owner. This level of customer service is not available from any other manufacturers. Kooler Ice has developed the following support systems to ensure that you have the support you need to maximize the return on your investment:



Service Hotline – We have established a **1-800 Service Hotline** for our owners. Whether you have a simple question on the operation of the machine or a more serious inquiry on how to service your machine, our professionally trained service staff will answer your questions anytime from **7 am to 7 pm EST - any day of the week**, including Saturday and Sunday when you are the busiest!



Service Videos – Because our machines are easy to operate and service mechanically, we have developed a **Video Series** for our customers on how to diagnose, fix, and maintain their machine(s). You can review these videos when you need to, or when it is convenient for you, from the IceTalk® portal.



Product Support Page – In addition to our Video Series, you can also find a page within the IceTalk® portal that includes a detailed parts book for each machine, service repair bulletins, and maintenance tips. This page is a new addition to the portal and we will be adding more helpful content for your convenience in the future.



Preventative Maintenance Support – Kooler Ice believes in a strong **maintenance program** to protect our brand and your investment. A machine with proper maintenance will last longer, have better uptime, and have higher resale value down the road. Kooler Ice, or one of its authorized Distributors, is available to perform the six-month maintenance on your machine to ensure your machine is operating at optimal levels. Or, as an option, we will train you on how to do the appropriate maintenance if it is something you prefer to do it on your own.



Extensive Warranty Coverage - Kooler Ice vending machines offer a 1-year parts and labor warranty program on the unit itself. The ice maker is covered by Scotsman, a leading manufacturer of ice making equipment, and has a 3-year parts and labor warranty. The compressor/condenser on the ice maker are covered for 5-year parts and labor. The evaporator is covered for 5 years - parts only.



Site Evaluation Services - The Kooler Ice sales and marketing team can help you evaluate the machine locations you are considering and compare its' demographics against criteria that we have established to help determine which locations will be the most successful.



The Kooler Ice Machine Locator App – As a machine owner, as part of the benefits of your licensing agreement with Kooler Ice, you will be listed on our “Locator App” to enable prospective ice buyers to easily locate and get directions to your machine.



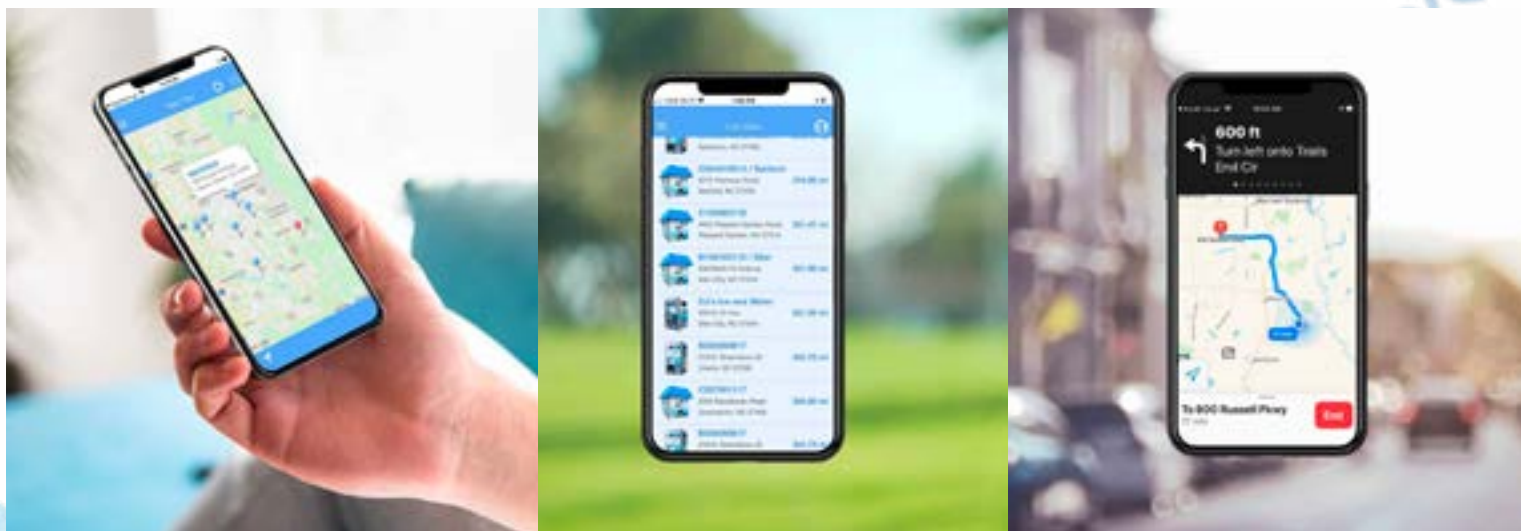
Marketing Tools – Kooler Ice offers a wide selection of signage and flyers available for purchase which can be used to help you build awareness and advertise your machine. We can also offer you resources to do mass mailings, open houses, interviews for print, and other marketing support should you want it.

THESE SERVICES ARE FREE OF CHARGE AND ARE PART OF OUR SALES PROCESS.

Marketing Tools for Your Machine

Kooler Ice Locator App

Once your machine is installed and prepared to serve customers, it will immediately be placed on the Kooler Ice Locator App. This app is available to customers on Apple and Android at no cost and allows them to locate, navigate and view features of the nearest Kooler Ice Machine! There are over 1,500 Kooler Ice machines in the field - located in 45 states, Canada, Australia, the Bahamas, and Martinique. This app makes it easy for customers near you to find and purchase ice from your machine in no time!



Marketing Tools for Your Machine (cont'd)

Free Vend Coupons

As an owner, you can use this “One Vend” coupon (Also called the “Free Vend” Coupon) to offer free product and help you establish the machine and your store. This coupon can be used to solicit business from restaurants, landscaping or construction companies, or any business that may use ice as part of their regular business application. Rather than having to give an employee money or a credit card to go purchase ice, they can pre-purchase the coupons from you and distribute them “as needed” to his employees, rather than giving them cash for the purchase. You can sell them at face value, or discount them to offer an incentive to pre-purchase the coupons or offer them with a “volume” discount.

They can also be used for charitable donations, or to use as part of a business’s “rewards” or “incentive” marketing program.

As you can see, on the coupon there is a place to stamp the “Machine Owners” name and address so coupon holders know where the machine is located and who the coupon is courtesy of.

But, please be aware, the “free vend” coupon will activate either the 10 lb bag of Ice (Button A) or the 1 gallon vend button if the machine is equipped with water. We suggest that when distributing your coupons, or pricing them to prospective customers, please keep in mind that the machine will only activate one “vend” button for either ice or water.

How do they work? There is a security code on the coupons, with several other codes. When you receive the coupons, you will actually “train” the machine or bill validator to recognize that coupon. This will minimize the odds of someone else’s coupon working in your machine.



There are many different marketing strategies that owners are using with these coupons. A few examples are:

- 1)** Businesses can use them as part of a “Rewards” program, such as “Free Bag of Ice with Fill Up.” It is a great way to bring people into the store, and to keep them coming back.
- 2)** For fundraisers, by selling the coupons at a discount to a charity or school and then allowing them to sell the coupons at cost or their preferred price and keep the difference to raise money.
- 3)** For Customer Satisfaction/Sales Policy – In the event a customer does not get a bag of ice out from the machine, you can mail the customer a coupon to get two bags of ice instead of sending money or a check. This promotes good customer service and minimizes your labor should someone try to use the machine unsuccessfully.

These are just a few ideas for using the coupons. Be creative - and let us know if you have any other ideas or strategies to use the coupons that have been successful for your business so we can share your ideas with other owners!

Pricing for the coupons is listed below. The coupons are used just like a dollar bill would be. And, just like a dollar bill – they are reusable! You will want to keep that in mind when placing your order.

QUANTITY	PRICE PER COUPON
250	.60 cents/ list retail price
500	.55 cents/ list retail price
1,000	.50 cents/ list retail price

*Instructions for “training” your machine will be included with your coupon order.

Marketing Tools for Your Machine (cont'd)

Banners & Signage

At Kooler Ice we have a large selection of signage and flyers you can choose from in our parts store, koolerice.store (You will gain access to this site several weeks before the delivery of your machine to give you ample time to purchase your marketing materials.)

We offer large banners, small yard signs, flyers and mailers to help spread the awareness of your machine and its location. Below are just a few examples:



4' x 8' Banner



18" x 24" Yard Sign



8" x 11" Flyer



3" x 5" Mailer

IceTalk® Remote Monitoring System

Your machine is only as good as the quality of your component partners. They make and keep your equipment running!

Scotsman Scotsman is a worldwide leader in ice makers and offers a large network of dealers and service centers throughout the U.S. We use “The Prodigy” line of ice makers due to their unmatched features, serviceability and support.

WARRANTY: 3 Years Parts / 3 Years Labor on the full Machine,
5 Years Parts on the compressor and the condenser
5 Years Parts and Labor Warranty on the evaporator

SIEMENS Siemens has developed the electronics and PLC components for our machine. With this technology, the machine displays alerts and important machine functions on an LCD panel inside the machine. The LCD panel also has resettable counters to track sales. The unit displays a “Sold Out” message on the front panel when it is out of ice or bags.

WARRANTY: One Year Parts and Labor

***Remote Access Monitoring** - With this feature, a cellular modem is connected to the Siemens



MEI is another industry leader and their system is easy to operate and service. The bill validator accepts \$1 and \$5 bills and will hold up to 500 bills, as well as coupons.

MEI also manufactures the coin validator which accepts Quarters, Dimes and Nickels and can hold \$74.00 in change (3Q, 1D, 1N Slots). An overflow bucket holds excess change and coin tubes automatically re-load. Their exchangers are sold world-wide and are simple and reliable.

WARRANTY: One Year Parts and Labor for Each Unit

*A Credit Card Reader (From Eport) is available for an additional charge. Sales are managed thru USA Technologies and there is a \$10 Monthly Access Fee + % of Purchase Fee.

Understanding the Industry - Questions You Should Ask

As you evaluate the ice vending industry, there are a number of important factors to consider that are not necessarily details that you would immediately think of when reviewing the various manufacturer's information and considering the purchase of an ice vending machine. We have prepared a buyer's guide to assist you in this process. These are some of the key details you will want to focus on and ask the companies you are researching as you consider your purchase.

1 Does the machine automatically bag the ice?

There are currently several manufacturers whose ice vending machines do automatically bag the ice. This feature is important for a number of reasons. One of the key sales features to selling "vended" ice is that it can offer a sterile quality that cannot be duplicated, because in almost every other scenario, there is outside human contact with the ice – whether it is with a distributor's delivery person, a store owner who bags his own ice, or a patron who bags the ice from an ice machine.

When a patron bags their own ice, in addition to the awkwardness and inconvenience of doing so, you introduce the possibility of product contamination. This can occur through the patron's physical contact with the ice or through environmental factors like contact with surfaces that have been touched by others.

In addition, depending on where the machine is placed, you may also encounter some problems from local and/or state health officials who inspect ice vending machines. Because this method of purchasing ice is still relatively new, there is still some confusion with those departments as to which machine you are placing and what sanitary controls need to be in place to protect the end user/consumer. You are likely to encounter greater difficulty with compliance issues when your product is not being delivered "bagged" (in a container).

An additional business and economical issue with patrons bagging their own ice is the risk of loss due to bag theft. This financial loss occurs, not only in bag loss from being stolen, but also in sales volume loss - since you may not be aware of the theft of the bags, and there may not be bags available for a customer when they come to the machine to purchase ice.

The Kooler Ice Vending machine automatically produces, stores, and bags fresh ice. The ice is delivered in the quantity requested, already bagged, when they push the button. There is no risk of contamination because no one and nothing can come in contact with the ice other than the purchaser. The purchaser can then pour the bag into their cooler, or tie off the bag and take it with them.

2 What independent testing have you done on your machines to protect the consumer and to ensure that the machine meets established safety standards for sanitation and safety?

As you evaluate your purchase decision, it is important to ask the manufacture what testing they have done to ensure the safety of their product. It is something that you will want to know as a business owner selling the product from a liability standpoint, as well as from a health agency approval standpoint.

Kooler Ice is a registered member and complies with the standards set by the National Automatic Merchandising Association (NAMA). NAMA is the leading authority on all aspects of vending, and has a vending machine evaluation program. This program can be reviewed on NAMA's website at <https://www.namanow.org/>. The program provides an independent evaluation and inspection of vending machines to ensure that the unit complies with the federal guidelines for sanitation and safety.



All Kooler Ice machines are ETL Listed to UL541. We are audited every quarter in the plant to ensure that we adhere to the latest ETL Electrical Standards and Safety Requirements.

3 What type of Warranty and Support does your company offer?

Buying an ice vending machine is a business and an investment. It is important that you ask the manufacturer what warranty comes with the machine and its components - and how it will be administered. Is it a 90-day warranty? Is it a one-year warranty? Are both parts and labor covered? Am I expected to do the work myself? If I have a problem, who will I call? Are they available on the weekends? How conveniently are they located to where my machines are or will there be travel charges? It is critical that you ask these questions and make sure that you understand exactly what support you will receive after the sale!

The Kooler Ice Vending machine offers a 1-year parts and labor warranty program on the unit itself. The Ice Maker is covered by Scotsman, and has a 3 year parts and labor warranty. The Compressor/Condenser are covered for 5 years parts and labor and the Evaporator is covered for 5 year - parts only. All of the other machine components are covered by their respective manufactures (Siemens, MARS/MEI, and Conlux) with a 1-year parts and labor warranty .

Kooler Ice has specifically and strategically chosen its component manufactures for their reputation in their fields and for the quality and accessibility of their support and service centers.

We have parts in stock and a qualified service technician to support you to ensure that our owners have minimal down-time associated with the machine. We understand that if your machine is down – you may be losing money! We believe that good customer support is just good business! We have a 1-800 line available 12 hours a day - 365 days out of the year!

4 What technology features do you have available on your machines?

When purchasing an ice vending machine, the more “technology” that is available, the better. Technology allows owners to work smarter and more efficiently, as well as provide customers with better customer service. Because the vending machine industry is considered to be a 24/7 business, having operational and sales information available to you is even more important.

There are several questions you may want to ask regarding what technology is available and how it is being used to assist the owner in managing the machine.

Technology questions to ask are:

- Does your company offer a monitoring system?
- Can I view my machine over a website?
- Can I communicate with my machine from my phone?
- Will it email me and if I don't have a smart phone?
- Will it text message me in the event there is a fault code?
- What critical items does your system monitor?
- Can I tell how many bags are in the machine so that I know when I need to add more bags?
- Can I dispense a free bag of ice remotely to a customer?
- Can I reset the bill validator remotely to clear a bill jam?
- Can I track my sales by the hour, day, week and month?

Kooler Ice has worked hard to keep the machine and its operations very simple, but has also utilized technology to provide our owners with a more advanced way to manage their machines, and their business, so they can spend less time and be more efficient and productive with their ice vending business. This level of technology is not required to be successful in this business, but we believe that it makes sense for most of our owners as it allows them to manage their machines more efficiently.

Kooler Ice's monitoring system provides the owner with a best in class cellular based monitoring system that tracks your sales, manages your machine, and keeps you advised of what is going on with the unit at all times. From your phone you can see how much money is in the unit, how many bags, how the ice maker is performing and multiple other machines functions and alerts. The two-way communication system allows you to dispense a free bag of ice, place in sold out, check ice maker cycle times and performance and reset the bill validator REMOTELY, and keep up with all machine functions from your phone or laptop.



The cellular based modem eliminates phone lines and allows you to connect to the internet as soon as your machine is powered up. You will receive a welcome message with website link. Then you simply log onto the website and you are ready to view your machine and set up all machine messages, tracking, etc. Kooler Ice has also developed an iPhone application called IceTalk which can be downloaded from the iTunes store. This app provides you a quick and easy way to stay up with your machine from your iPhone.

As you guessed, the Kooler Ice monitoring system can answer "yes" to all of these questions!

Work Smarter - Not Harder!



[Click the video above to watch the IceTalk® Remote Monitoring System Video](#)

5 What will my return on investment be or how much money can I make?

While this is the question everyone wants to know, it is not a question that any manufacturer or sales person can answer for you because your potential profits will depend on several factors such as machine location, ownership expense costs, machine revenues, and your own business practices. Here are some of the variables you will want to consider?

What are ownership costs?:

What is my up-front purchase price?

If financing, how long are you financing the machine? At what interest rate?

How much money will it cost me in site preparation?

Will I have to get permits from the city and how much will they cost?

Will the city require me to spend extra money on the site to meet codes?

Who will install the unit? Will I need to rent a crane, forklift?

What are my expenses?:

If you don't own the property, will you pay a monthly rental?

What will my utility cost be per month?

What will my water cost be per month?

What will my maintenance cost be?

What will my bag cost be?

What will my revenue be per month?:

How many bags can I expect to sell per day or month?

What is the price I will charge per bag of ice sold?

If offering water, what will I charge for the price per vend?

How many gallons of water can I sell per month?



The Kooler Ice vending machine was designed to provide owners with a maximum return on investment. While it is possible that you might be able to find a machine location where an average of 100 bags of ice can be sold every day of the year, we feel an estimate of 30-50 bags of ice sold per day is a much more realistic estimate, especially when the machines is new and establishing itself in the location. As a location becomes established and proven, an additional machine or a larger unit could be placed at the location to accommodate the strengthening sales – rather than over-investing up front in the hopes of strong sales volume.

Kooler Ice has designed its equipment to provide owners with an excellent return on investment, even below the 40-50 bags per day average, because we have designed highly efficient machines - keeping owner cost in mind.

The key to making a good return on investment is buying a machine that matches the consumer demand of a location to appropriate machine design and size. While buying a machine that is capable of producing a very high volume of ice every 24 hours sounds good on paper - economically, it is not a good investment. If you are not able to consistently sell that volume of ice every day you will be paying to generate and store that high volume of ice – even when you don't have the sales to warrant it! The result is an inefficient use of your funds! Additionally, when including permitting costs, installation cost, operating costs and interest expenses in the equation, a smaller more productive machine offers the owner lower risk and a better return on investment!

6 What is your history in this business?

As with any new industry, there will be many manufacturers in business today – that will not be in business a year from now. When researching manufacturers, several questions need to be asked.

How many years have you been in business?

How many machines are you currently building per month?

What type of manufacturing facilities do you have?

How many machines have you sold?

How many working machines do you have in the field, and at what type of locations?

Field population drives two very important items. First, it is a good indicator of what your resale value will be in the event you want to sell your machine(s) down the road. The more field population, the better the brand recognition and the easier it should be to re-sell your machine. If the market has not heard of your machine, it will be harder to sell and its resale value will be lower. And, with higher field population comes better the parts availability. This means that the manufacturer will have the parts you need - when you need them.

While the ice vending industry is very new, Kooler Ice has been pioneering this industry since 2007. In a few short years, Kooler Ice has shipped well over 1500 machines nationwide and into Australia, Martinique, the Bahamas and Canada. Our current production schedule has doubled over the last few years due to increases in demand.

- In April of 2010, Kooler Ice relocated to a new state of the art 30,000 sq. ft. manufacturing facility in Byron, Georgia to allow us to increase our production capabilities to meet the demand for our products.*
- In June of 2014 we added 13,500 sq. feet to our production facility for research and development and to provide additional room for parts storage.*
- In May of 2015 we doubled our corporate office space from 3,600 sq. ft. to 6,000 sq. ft. making room for additional customer support and service personnel as well as additional advertising and marketing personnel.*

Kooler Ice is positioned for long-term growth in the ice vending machine industry and has marketing and development people working hard to continue to expand our brand recognition through advertising and strategic distributor development across the country.

7 Can you give me the names of several of your owners so I can contact them for information?

While all manufacturers can make a presentation as to why their ice vending machine is “the best”, the proof is in referrals and testimonials. It is prudent to ask any manufacturers you are seriously considering for at least three names of owners that you can speak to or visit to see how well they are supported, how their business is doing, what they have learned, and whether they are happy with their purchase decision. Also, you might want to ask if there are any repeat buyers of their equipment that you can call.

Kooler Ice Inc. has sold hundreds of machines and is happy to provide prospective clients with phone numbers of owners to call or visit throughout the country. We believe it is a good way to gather additional information from people who are in the business who may have experience with different things you may not have thought of yet. We can offer prospective owners access to owners from various parts of the country, as well as in their own geographic area. If you are leaning toward purchasing a Kooler Ice machine, please let us know if you would like to talk to other ice vending machine owners.

Getting Started - Utilities Setup

Electrical - Kooler Ice machines require a 220 Volt - Single Phase Outlet (4 Wires)

Machine	Amp Requirement
IM600XL	60 amps
IM1000	60 amps
IM1500	100 amps
IM2500	100 amps

Electrical service will need to be brought to the site, so you will need to evaluate or consider what cost may be involved to accomplish this. Getting a quote from a license electrician is your first step.

If you are locating the machine in a space/site where electrical supply already exists, usually the existing supply can be tapped into. As an alternative, a “sub-meter” can be attached to the existing electrical service to independently meter the electrical usage of the machine. The sub-meter is normally the most efficient way to access the utilities when leasing a site where the lease does not have the Lessor paying the utilities as part of the monthly lease amount. An electric shut-off, should be installed near the machine as well to give you the ability to turn power off to the machine when required.

Plumbing - Kooler Ice machines also require 1/2" - 3/4" supply line with shutoff and minimum 2" drain line if you are placing it on a pad.

While the plumbing aspect of the machine is quite simple, we recommend that you check with a certified plumber from your area to get a quote for the hook up and to determine if special arrangements for drainage need to be made. (For example, your ordinances may require that the machine be plumbed directly to the sewer, or may ask that a French Drain be included.) The French Drain is usually the most common and least expensive method when special drainage is needed, but you will want to investigate on your own to determine which method will be the most acceptable and cost-effective way to handle the drainage. A water shutoff valve should be installed near the machine to turn water off to the unit when required.

Normally your plumber will be familiar with these ordinances and can let you know what will be required for your machine’s location.

Getting Started - Preparing Your Site & Permitting

Once you have placed your order for your Kooler Ice machine, there are some details that you will need to take care of.

1) Checking into State and Local Requirements Regarding Ice Vending

The requirements for ice sales vary from state to state, but the agency you should make contact with first is the State Department of Agriculture. Generally, this agency may require a food permit or request that you register the machine. You should allow 2-3 weeks for this process.

In addition, many states will also require the owner to send a water sample for testing once every 3 months. You may choose a local water testing facility near you to have the tests done. Your records of the approval of your samples should be kept inside the machine for inspection.



Normally the state agency will require an approved sample be confirmed before you can open the machine for business, so choosing a lab that is convenient to you is wise.

2) Planning your Drainage Method

Check with your plumber FIRST to determine what will be required at your site. A licensed plumber in your area should be familiar with the city/municipality codes that may affect the installation of your machine and be able to advise you.

In most cases, if there is a sewer drain or drainage ditch, you will be able to run your drainage line to it as an alternative. In other cases, a French Drain is acceptable because our machines use filtered water and the run-off is safe. The drain should be located beneath the machine. Kooler Ice has drawings to assist you with this process. If you are ordering a machine with RO, you will need to consult with a Kooler Ice Representative and your plumber on drainage options. Normally with RO you will need to run wastewater to the sewer or approved ditch. A French Drain generally does not provide enough capacity for an RO system.

3) Planning your Supply Line

With the IM600XL and IM1000 you will need to have a ½" water supply line (not to exceed 60lbs. of pressure to the machine.) with shutoff. With the IM1500 and the IM2500 a ¾" water supply line will be required since the machines can be equipped with two icemakers. You would normally tap into an existing water line if one is available. You may be able to attach to an existing spigot with a "Y", but not directly to the spigot, so please check local code.

4) Planning your Electrical Connections

You will need to plan for **220 Volts, Single-Phase power with a 4 wire hook up** (2 hot, 1 ground, 1 neutral)



IM600/IM600XL requires 60 amp service
IM1000 requires 60 amp service
IM1500 requires 100 amp service
IM2500 requires 100 amp service



Most owners have their electricians bring the wiring to the machine and hard wire it directly into the panel. An electric shut off is normally installed near the machine. Please note: **THE MACHINE MUST BE GROUNDED PROPERLY.** Your electrician may contact us directly should he have any questions.

If you are pouring a pad, Kooler Ice can provide detailed utility drawings for each model. If you are locating the machine where the electric connection has already been established, make sure that the outlet can support 220V – 60 or 100 amp single-phase electric.

*****You will need to have your electrician available for approximately one hour on the day the machine is installed to do the final connection. While our technician will be on site, most states require that the connection be done by an electrician licensed by your state.***

5) Preparing Your Site

It is best to level your site or pour a slab to place the machine. It is very important to dress up the site and to make it aesthetically pleasing to eye. For this reason, we highly recommend spending the money for a concrete pad if the location you are planning to put the machine does not already have a concrete or asphalt surface. If you are within 16 miles from the coast, or if you are in areas that experience high winds, tornado, or hurricane, or if the threat exists, you may want to incorporate “tie downs” into your site preparation to provide additional stability and security for the machines. Along coastal areas, they will be required.

If you will be placing your machine on land that is not protected by a curb, you may also want to consider placing “bollards” to protect the machine. We strongly encourage owners to give serious thought and consideration as to how you will make your site pleasing and inviting to your community. We can provide you with the plans/blueprints for the machine set up alternatives we have mentioned.

On Installation Day, you will need to have a Plumber and Electrician on site for 1 hour. We, generally, will contact you 2-3 days prior to your delivery date to confirm the delivery time and to make sure your site is ready to take delivery. Please be sure to keep us advised of any delays or difficulties you may be having.

Getting Started - Financing Options

At this time, Kooler Ice does not offer direct financing on our equipment. The following financing information is provided as a service and convenience for interested buyers. Kooler Ice does not endorse or recommend any particular lending institution or lending vehicle, and will work with any you choose

When beginning the process of obtaining financing, we recommend that you contact your local banking institution where you currently have your business or personal account first. They know your history and value your business so they are vested in keeping your business and will generally offer the best interest rate, but they may require a large down payment and may have fewer loan term options.

Because lending on this type of commodity may be new to the bank, you will want to give them detailed information about the Kooler Ice machine up front to help them understand the product and to help expedite the process.

Some information that the bank may require, and which will be helpful in expediting their risk assessment, is:

- A formal business plan for the KI machine, adapted to include your business specifics
- A brochure on the specific machine you are purchasing
- A formal sales quote or sales contract with detailed prices
- A ROI/Cash Flow Analysis for the machine with your best estimates
- A copy of our "Meet Our Partners" piece which gives the specific component manufactures for the machine and their warranty information
- A copy of our License & Maintenance Agreement Explanation
- An information packet about the Kooler Ice machine life and "used" machine market
- A link to the Kooler Ice website address: www.koolerice.com
- The Kooler Ice phone number and contact information for your sales person

Kooler Ice can provide you with these items and will assist you in putting together your financing application packet. When you are ready to purchase and contact us for a "formal" quote for your machine, we can email you the quote with the information listed above so that you can forward all of this information, assembled in one email, to your lender. A benefit of emailing this information is that the lender will be able to use and change the values in the Cash Flow Analysis, which should be helpful to them in assessing the business and long-term opportunity.

You will want to be sure that your lender understands that the Kooler Ice machine is considered a Vending Machine, and differs substantially from the much larger ice vending machines of some of our competitors, which are considered small stores or buildings.

Finance Companies

Equipment financing companies are another avenue available to some prospective owners. The ones listed below are familiar with our products and have handled financing for other owners. Their requirements may differ from the bank's, but their rates are usually reflective of "equipment leasing" rates and tend to be higher interest rates.

The benefit to using a finance company is they are generally very quick.

Typically, to achieve their approved rates, they will look for a credit score of 650 or higher and a minimum of two years in a related business, with three plus years in business producing a more favorable rate. Additionally, a finance company generally will want to know if you own the property you are placing the machine at. Each of these lenders will advise applicants on an individual basis as to the type of documents they will require, and some of those may be similar to what we have listed above.

The lending institutions we have dealt with in the past are:



[Ascentium Capital](http://AscentiumCapital.com)

866-722-8500

ascentiumcapital.com



[LEAF](http://LEAF.com)

800-819-5556

leafnow.com



[Marlin Capital Solutions](http://MarlinCapitalSolutions.com)

877-864-6756

marlincapitalsolutions.com

We hope that you find this information helpful and encourage you to contract us if there are any questions regarding financing, or information we can assist you with that you have not found here.

IRS Section 179 Tax Deduction Information

What is the Section 179 Deduction?

Section 179 of the IRS Tax Code allows a taxpayer to elect to deduct the cost of certain types of property on their income taxes as an expense, rather than requiring the cost of the property to be capitalized and depreciated. This property is generally limited to tangible, depreciable, personal property which is acquired by purchase for use in the active conduct of a trade or business. It allows a business to deduct, for the current tax year, the full purchase price of new and used financed or leased capital equipment and off-the-shelf software that qualifies for the deduction. The equipment can be purchased, financed, or leased, but its value must be within the specified dollar limits of Section 179, and the equipment must be placed into service in the same tax year that the deduction is being taken (for tax year 2020, this means the equipment must be put into service between 01/01/2020 and 01/01/2020).

For the latest changes in bonus depreciation, visit the following website: www.section179.org.

Customer Testimonials

If you have not done so already, we strongly encourage you to visit our Customer Testimonial Page on our website. The page features video interviews from many of our owners all over the United States. Watch as they talk about their experience with Kooler Ice, how they promote/market their machine(s) and listen as they offer terrific advice for anyone considering entering the ice vending business. Below are just a few of the videos!

Meet Angel Cabrera of Jacksonville, Florida



After spending 20+ years in the software industry, Angel Cabrera and his wife decided it was time to find something they could do together that would be a fun and successful venture. After a little research, they came across Kooler Ice Vending Machines and the rest, as they say, is history! Since purchasing their first ice and water vending machine just a year and a half ago, Angel and his wife now own six Kooler

Ice machines and have already chosen locations for two more. They own a mixture of IM2500s, IM1000s and IM500s that cater to the diverse needs of the coastal city of Jacksonville, FL.

Meet Richard Moore of Covington, Georgia

Richard Moore, owner of Moore's Auto Parts, started in the ice business back in 2009 in Covington, GA. After seeing several large expensive machines in the Covington area, Mr. Moore called Kooler Ice and purchased a KI810. After purchasing his first machine, Richard added 3 more machines over the next 5 years. Today Richard owns two KI810's and two IM2500's and is in the process of adding even more to his fleet.



Meet Bill Mitchell of Bay Minette, Alabama



Bill Mitchell is in the construction business and his company also manages and owns a few shopping centers and retail spaces where ice vending provides additional revenue streams. Bill began his ice vending business with an IM2500 with two ice makers in Gulf Shores, AL and since then he has added another IM2500 in Daphne, AL

Meet Jerry Bailey of Columbia, Louisiana



When Jerry noticed ice vending machines popping up around his area back in 2009, he saw a way that he could make money without having to work so hard, and without the need to hire/manage employees. After researching a few competitors, Jerry met with Jeff Dyson (Vice-President of Kooler Ice) and Kerry Seymour (President/Founder of Kooler Ice) and decided that based on price and the level of service he felt he would receive, Kooler Ice was the manufacturer he was going to take his shot with. Adding a machine per year ever since, today Jerry owns 6 machines all around the rural north Louisiana area and says that the machines are the best thing he's ever done.

Meet Bill Faloon of Dunedin, Florida



After decades in commercial construction in Houston, Texas, Bill Faloon wanted a change of scenery and to get closer to the water. That's when he found his coastal retreat in Dunedin, Florida. Soon after establishing a secondary home there Bill realized he needed something to fill his time and noticed the surging ice sales in the beach town area. That's when he contacted Kooler Ice and decided to start his ice vending business.