



"THE ORIGINAL"

Philadelphia[®] **WATER ICE**

Point of Sale

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One of the easiest ways to increase sales is to advertise!

Philadelphia Water Ice carries a full line of point of sale items, including banners, posters and menu boards!



Custom Umbrella (Item# 60033)

Our outdoor umbrella is a great way to keep you (and your product) cool while attracting customers at the same time. It's made of a heavy gauge vinyl material that is built to withstand the elements. When fully extended, the canopy is 6' wide.



Outdoor Banner (Item# 60062)

Our full-color outdoor banner is a popular advertising choice among vendors. It's made of polyethylene, measures 48" x 24" and has grommets in the corners so you can attach it to a fence. It can be folded or rolled up for easy storage.



Poster (Item# 60060)

Our full-color, double-sided poster is made of thick paper and is a great choice for indoor advertising. Many vendors place this in their storefront windows. It measures 22" x 17".



12' Flag (Item# 100594)

Our double-sided 12' flag is a highly effective way to increase visibility, promote your business and increase sales. Please note that you will need to purchase a base for your flag. We offer a spike base (Item# 100596) and a cross base (Item# 100597).

The spike base is driven into the ground and is great for setting up at parks and other outdoor events. The cross base is a more general-purpose base.



Menu Board with Flavor Strips (Item# 60061)

Our menu board measures 11.5" x 23.5" and is made of a thick plastic card. It comes with a pack of flavor strips that you can insert into the holders to reflect your flavors of the day. Many people use the bottom strip to display the prices for a small, medium and large.



Hawking Bag (Item# 60035)

Our hawking bag is made of a thick insulated material to keep your product cool while selling outdoors. They're popular among stadium vendors who sell our product in the stands. It measures roughly 17.5" x 12" x 12". To get an idea of how much product it fits, you can fit 2 2.5 gallon tubs inside of it.



Outdoor Tent (Item# 100591)

Our outdoor tent measures 10' x 10'. It's a great way to sell your products at outdoor events. The tent can be purchased with or without the three side walls.



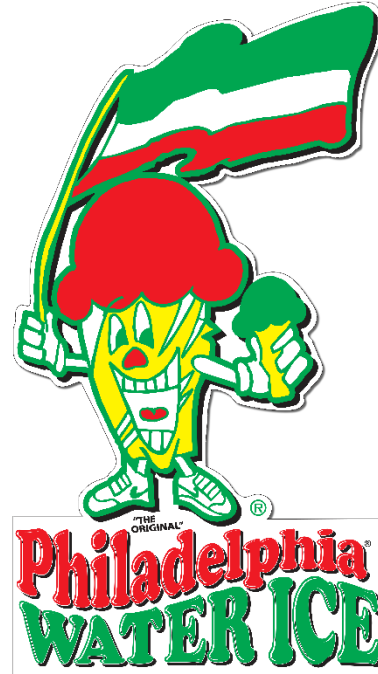
Door Decal (Item# 100520)

Our high-quality door decal has a transparent background and measures roughly 18.5" x 12". It's a great option for placing on your store's front door!



Phil Cutout (Item# 711038)

This eye catching, full-color cutout is a great way to advertise. It is made of corrugated plastic and measures roughly 19.75" x 36".



Logo Cups

When you serve your customers with our custom logo cups, you create a uniform experience for them that leaves a great impression and keeps them coming back! Many vendors use our 6 oz. cups as a Small, our 10 oz. cups as a Medium and our 16 oz. cups as a Large.





Point of Sale

Item #	Item	Count	Description	Price*
60033	PWI Custom Umbrella	1	Full-color outdoor umbrella	\$95
60035	PWI Hawking Bag	1	Insulated, 17.5" x 12" x 12"	\$89
60060	PWI Poster	1	Thick paper, 22" x 17"	\$2
60061	PWI Flavor Board with Strips	1	Thick plastic card, 11.5" x 23.5"	\$9.95
60062	PWI Outdoor Banner	1	Polyethylene, 48" x 24"	\$9.95
100520	PWI Door Decal	1	Oval, transparent background, 18.5" x 12"	\$6.95
711038	PWI Phil Cutout	1	Corrugated plastic, 19.75" x 36"	\$9.95
100594	PWI 12' Flag	1	Tall outdoor flag, double-sided	\$139
100596	Spike Base for 12' Flag	1	Metal spike base for 12' flag	\$30
100597	Cross Base for 12' Flag	1	Metal cross base for 12' flag	\$45
100591	PWI Outdoor Tent with Walls	1	10'x10'x10'	\$1395
50003	PWI 6 oz. Logo Cups, Sleeve	50	Paper cups with Philadelphia Water Ice logo	\$4.50
50004	PWI 6 oz. Logo Cups, Case	1000	Paper cups with Philadelphia Water Ice logo	\$88.61
50005	PWI 10 oz. Logo Cups, Sleeve	50	Paper cups with Philadelphia Water Ice logo	\$4.75
50006	PWI 10 oz. Logo Cups, Case	1000	Paper cups with Philadelphia Water Ice logo	\$93.27
51006	PWI 16 oz. Logo Cups, Sleeve	50	Paper cups with Philadelphia Water Ice logo	\$5.25
51005	PWI 16 oz. Logo Cups, Case	1000	Paper cups with Philadelphia Water Ice logo	\$114.35

*Prices subject to change. Prices do not include shipping. Please note that the graphics on the items shipped may differ from those depicted in this guide.

Call us at **1-888-SELL-ICE** to place an order!