

Dawn

**ICE CUBE VENDING
MACHINE**

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100% AUTOMATED ICE VENDING MACHINES





26" LCD SCREEN ADVERTISING SPACE
(OPTIONAL EXTRA)

INDICATION LIGHT

OPERATION INSTRUCTIONS

IC CARD SCANNER BANK NOTE
ACCEPTOR COIN ACCEPTOR

BAGGED ICE / BULK ICE
PAUSE ICE

SUS VEND COMPARTMENT
BAGGED & BULK ICE COLLECTION

PRODUCT FEATURES

- Waterproof Structure, Exterior Powder Coated Finish
- Advanced Vending Technology Highly Efficient & Energy Saving Ice Mold, Cycle Spray Technology
- Solid Ice Cubes, Clear Ice
- Reliable Packaging Technology: Fully Automated Bag Dispensing and Sealing
- 100% Automated Ice Dispensing: No Human Contact with Ice
- Bulk or Bagged Ice Options to Your Customers
- GSM System: Remotely Monitor Machine Sales, Machine Status, Bag Quantity & Reboot Machine from Your Cellular Handset
- Advanced Reverse Osmosis Purification: 5 Stage RO Purification System
- 24 Hours Uninterrupted UV Sterilization Preventing Secondary Pollution
- Water and Ice Contact Parts Are Food Grade 304 Stainless Steel Material, Including Food Grade Piping
- We Supply the Whole Of South-Africa and Neighbouring Countries
- 24 Hour Break Down Assistance Policy
- All Spare Parts Are Kept On Hand, And Can Be bought from Our Online Store
- Each Machine Comes with 1 Full Year Free Servicing Policy



COOL FACTS

YOUR BIN SIZE MATTERS

When your customers need to get ice, they want it right away in the most convenient way possible. Nothing is worse than when your potential customer comes to your ice vending machine and discovers that the ice bin is empty. That disappointment that they feel can turn into resentment and that may mean you have lost their business forever. The best way to avoid this problem is to make sure that you select the correct size machine, to meet the demand, and ensure you purchase a DAWN Ice Cube Vending Machine with large ice bin storage capacity.

OUR RANGE OF MACHINES

Our Ice Vending machines come in 4 different sizes 140KG, 280KG, 450KG & 900KG. All of our models give their owners excellent cost and profits. Customers will be able to purchase bulk ice, ranging from 1kg - 4kg or 4kg - 7kg, dispensed without a plastic bag, directly into your cooler box/bag or own container. Bagged ice ranging from 1kg - 7kg options. Our Ice Vending Machines Would Contribute (and be successful) To Any Of The Following Existing Establishments:

- Convenience stores
- Apartment Complexes / Luxury Estates
- Restaurants
- Hotels
- Bed and Breakfast Inns
- Camping Sites
- Caravan Parks
- Holiday Resorts
- Fishing Sites, Trout Farms
- Beach Resorts
- Retail Shopping Malls
- Petrol Filling Stations
- Liquor Stores
- University Campuses
- Game Reserves

THE ICE VENDING BUSINESS

Since the mid 2000's the ice vending industry has been growing steadily and aggressively, however it is nowhere near its peak, and is a game changer, in South-Africa. The ice vending business is unlike any other business opportunity, and ground breaking in our country. But why? Below are the many benefits of owning an ice vending machine business.

1. Benefits of Profit Potential:

- **High Profit Margins:** Currently a bag of ice sells for around N\$10.00 - N\$15.00 per 3 kg. The actual cost of the bag for the owner is something closer to N\$0.23 per kg (subject to model)
- **Quick Return on Cash:** This is a cash business, so as soon as you setup a vending machine, you have the potential for cash. With other businesses, you have to invest a significant amount of money and time in order to promote and market the business. Sadly, more often than not, that money goes to waste and the company goes out of business. The most important question is: "when do i start making money?" with the ice vending machine business, sales will happen on day one.
- **High Ability to Scale:** With other businesses, it is harder to scale because the startup process takes months, if not years, and the amount of capital required is high. In the ice vending business, the startup time is extremely low and so is the capital required to start. This makes scaling your business very simple. The only thing to do is find a good location.

2. Benefits of Startup:

- **Low Capital Requirements:** The ice vending business allows a business owner to get into business for the cost of a machine plus the cost to maintain and operate the machine. Compare this cost to the cost of opening a brick and mortar franchise, or a good service business like a restaurant. Not only do you need to buy equipment, but you also need to purchase furniture, hire and train employees and pay for all the maintenance costs for each of those line items.
- **Low Human Capital Requirements:** Any vending business can operate without employees or personnel to complete a sales transaction. These businesses are a big lure because they can literally operate 24 hours per day, 365 days a year. The business only requires someone to collect the money and refill the bags that the customers use.





- **Low Space Requirements:** Compared to other businesses an ice vending business does not require physical office space or inventory space and requires only a minimal amount of retail space. Even the amount of retail space needed is a benefit because, oftentimes, the ice vending machines are placed in unused non-revenue generating space that can be turned into pure profit for instance the outside of a grocery store.
- **No Inventory Requirements:** Non-service businesses need product to sell, which means that they have to keep inventory on the shelves. This requires a lot of upfront purchase capital. Furthermore, what if the products expire or are no longer relevant? Lost product. The only inventory that is required with this business are parts associated with) the maintenance of this machine.

3 Benefits of The Business Operations:

- **Low Operational Maintenance Required:** This goes along with the previous benefits of "No inventory requirements" and "Low human capital requirements". The operational costs are also low for the Ice Vending business, the cost to maintain a machine include electricity, water, filters, machine spare parts and plastic bags for ice.
- **Can Be Managed Remotely:** This business is one that can be done from home or is possible to be done as a side line business. With a remote managing system, a business owner can review the sales and operational standing despite his or her geographic locale.
- **Low Reliance on Vendors, Partners or Distributors:** In the Ice Vending business you essentially own your own factory. You do not have dealers or distributors that you need to work with. You do not have to rely on someone delivering product to you or product delivery being late or strike related. The operational process becomes simple when what you make gets to the end customer in the same transaction. In addition to that, money is only exchanged once, from your customer's hand to your bank account.

FREQUENTLY ASKED QUESTIONS

How much ice does each machine model produce?

Answer: Calculated on a 24-hour cycle, at an optimal temperature of 20°C and below:

140kg - up to 140kg

280kg - up to 280kg

450 kg - up top 450kg

900 kg - up to 900 kg

How does Ice House SA prevent ice from freezing into clusters or one solid block?

Answer: We accomplish that with our unique agitator system. The agitator continuously stirs the ice to keep it loose and fresh. Customers should never settle for clustered heavy frozen blocks of ice that they purchase from stores. This could mean the ice is not fresh.

Do I need to drive to the machine to check sales or bag quantity?

Answer: Ice House SA vending machines uses a GSM monitoring system. You can keep tabs on your ice machines, right on your smart phone. The GSM system alerts the owner if it detects an issue, for instance jammed bag of ice. It sends a sales report & bag quantity to your smart phone daily. The machine can also be remotely rebooted if needed

What makes Ice House SA ice better than the ice consumers purchase at their local grocery or convenience store?

Answer: Ice House SA ice is better because we use higher quality elements to create ice. The interior parts of our machines are made from food grade stainless steel, the water used to create the ice goes through multiple levels of filtration, including UV and Reverse Osmosis. Unlike many other ice brands our customers' hands are the only human hands that will touch our ice.

How long does it take for a machine to dispense ice from an ice house SA vending machine?

Answer: Depending on the selected kg of ice, our machines dispense at 0.5kg per second .

Do we need all the optional extras?

Answer: Absolutely not, each machine is custom built for each client's unique requirements.

Can we personalize the branding on the machines?

Answer: Definitely, each machine is branded according to the client's requirements and artwork they supply DAWN and approved.

What happens when my machine breaks down?

Answer: Dawn, has a 24-hour breakdown policy, we can assist within 24 hours of the breakdown being reported. We understand the importance of the machine being operational, time is money. Therefore, we undertake to assist you within 24 hours to ensure you keep sales up.

Ice Vending Industry Around The World
This is what the industry looks like outside
of Namibia:

"This 24-Hour On-Demand Ice Machine Is a Game Changer "

January 19, 2014 This story first appeared in the January 2014 issue of Entrepreneur.
Next time you buy ice at the convenience store, you might want to swab the bag for DNA.

Just think about the journey it makes from the ice plant to your gin and tonic—ifs pumped out by a machine, then bagged, loaded onto a truck, handled by a delivery person, rearranged by convenience-store clerks and pawed by customers.



And who knows how long it's been sitting around? To top it all off, you'll probably have to body-slam it on your oil-stained driveway before it's broken apart enough to use. Ask yourself this: Is there any other product you would consume on a regular basis that is typically kept padlocked in a rusty 1960s-era cooler stored outside a truck stop?

IceBorn's answer to that question landed it on the Franchise 500A® for the first time this year, at No. 489. The Jacksonville, Fla.-based franchise (from parent company Ice House America), which manufactures state-of-the-art, 24-hour, on-demand ice and water vending machines, is a game-changer. Its proprietary system, which can be monitored and controlled by franchisees remotely via smartphones or computers, filters and purifies tap water before freezing it and storing it in a sanitary internal bin. Ice is made continuously throughout the day, so it is always fresh.

When a customer makes a purchase using cash or a credit card, the machine's patented system rakes the loose ice into a plastic bag, eliminating transportation costs and constant manhandling. Vice president of marketing Michael Little says the company, which began franchising in May 2012, has commitments for more than 1,000 units in 11 states.

With the 2,700 units it has already sold to individuals, mainly in the South, IceBorn has become something of an ice monster. "In 10 years in operation we've been able to accomplish something no one else has been able to do," Little says. "We're already producing 1 billion pounds of ice per year, and we still have huge swaths of the U.S. to expand to." In particular, IceBorn is looking to the Northeast, Midwest and West, where it is recruiting franchisees big and small to install ice machines in well-trafficked areas. Built in Moultrie, Ga., the machines come in three sizes--the most popular model, the full-size IceBorn House, fits in two parking spaces and produces up to 13,000 pounds of ice in 24 hours--and require only an electric line, water line and drain to be operational. Little estimates that most franchisees can set up an IceBorn House, including leases and permits, for less than \$150,000; the newest model, the in-store IceBorn Express, starts at \$19,000.

The key, of course, is placement. Little says IceBorn helps franchisees find the perfect spots for their machines, usually in parking lots of value-oriented retailers along major arteries. A location en route to a sports field or marina is a plus, but the main users of the ice machines, he says, are blue-collar tradesmen, who load up each morning before heading to the job site. "This concept has spread like wildfire," Little says. "We have people who own 40 units and owners with one. And we have new people coming in every day."

140KG

TECHNICAL PARAMETERS

- VOLTAGE: AC 220V 50HZ 3KW
- PAYMENT OPTIONS: IC CARO, COIN & RANK NOTES
- ICE PRODUCTION CAPACITY: 140KG PER 24 HOUR CYCLE AT OPTIMAL TEMPERATURE OF 20°C & BELOW
- COMPRESSOR: 1P
- ICE BIN STORAGE CAPACITY: 110KG
- ICE DISPENSING OPTIONS: BULK ICE OR BAGGED ICE
- ICE WIG QUANTITY PER ROLL: 250 BAGS
- BODED ICE WEIGHT RANGES AVAILABLE: 1kg - 4kg OR 4KG - 7KG
- ICE OUTPUT SPEED: 0.5 KG PER SECOND
- ICE CUBE SIZE: 22MM X 22MM X 22MM
- ICE MOLD QUANTITY: 198
- MACHINE DIMENSIONS: 110CM (WIDTH) X 120CM (DEPTH) X 230CM (HEIGHT)
- NET WEIGHT: 530kg

280KG

TECHNICAL PARAMETERS

- VOLTAGE: AC 220V 50HZ 3.2KW
- PAYMENT OPTIONS: IC CARO, COIN & RANK NOTES
- ICE PRODUCTION CAPACITY: 280KG PER 24 HOUR CYCLE AT OPTIMAL TEMPERATURE OF 20°C & BELOW
- COMPRESSOR: 2P
- ICE BIN STORAGE CAPACITY: 110KG
- ICE DISPENSING OPTIONS: BULK ICE OR BAGGED ICE
- ICE WIG QUANTITY PER ROLL: 250 BAGS
- BODED ICE WEIGHT RANGES AVAILABLE: 1kg - 4KG OR 4KG - 7KG
- ICE OUTPUT SPEED: 0.5 KG PER SECOND
- ICE CUBE SIZE: 22MM X 22MM X 22MM
- ICE MOLD QUANTITY: 396
- MACHINE DIMENSIONS: 110CM (WIDTH) X 120CM (DEPTH) X 230CM (HEIGHT)
- NET WEIGHT: 540kg

450KG

TECHNICAL PARAMETERS

- VOLTAGE: AC 2200 50HZ 3.5KW
- PAYMENT OPTIONS: IC CARO, COIN & RANK NOTES
- ICE PRODUCTION CAPACITY: 450KG PER 24 HOUR CYCLE AT OPTIMAL TEMPERATURE OF 20°C & BELOW
- COMPRESSOR: 3P
- ICE BIN STORAGE CAPACITY: 110KG
- ICE DISPENSING OPTIONS: BULK ICE OR BAGGED ICE
- ICE WIG QUANTITY PER ROLL: 250 BAGS
- BODED ICE WEIGHT RANGES AVAILABLE: 1kg - 4kg OR 4KG - 7KG
- ICE OUTPUT SPEED: 0.5 KG PER SECOND
- ICE CUBE SIZE: 22MM X 22MM X 22MM
- ICE MOLD QUANTITY: 540
- MACHINE DIMENSIONS: 110CM (WIDTH) X 120CM (DEPTH) X 230CM (HEIGHT)
- NET WEIGHT: 530kg

900KG

TECHNICAL PARAMETERS

- VOLTAGE: AC 2200 60HZ
- PAYMENT OPTIONS: IC CARO, COIN & RANK NOTES
- ICE PRODUCTION CAPACITY: 900KG PER 24 HOUR CYCLE AT OPTIMAL TEMPERATURE OF 20°C & BELOW
- COMPRESSOR: 1P
- ICE BIN STORAGE CAPACITY: 110KG
- ICE DISPENSING OPTIONS: BULK ICE OR BAGGED ICE
- ICE WIG QUANTITY PER ROLL: 250 BAGS
- BODED ICE WEIGHT RANGES AVAILABLE: 1kg - 4kg OR 4KG - 7KG
- ICE OUTPUT SPEED: 0.5 KG PER SECOND
- ICE CUBE SIZE: 22MM X 22MM X 22MM
- ICE MOLD QUANTITY: 1080
- MACHINE DIMENSIONS: 110CM (WIDTH) X 120CM (DEPTH) X 230CM (HEIGHT)
- NET WEIGHT: 750kg