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# Graphics Make an Icy Appearance

Images appear when door opens, disappear when door shuts

By William S. Bike

SAN CLEMENTE, CALIF. — Until now, most P-O-P was not attached to clear glass freezer doors for an obvious reason: customers need to see what's inside. **Visual Ice Inc.** created a process that creates a graphic invisible when the door is closed, but that suddenly appears when the door is open.

A see-through material is stenciled through a vinyl applique onto the inside of the freezer door. It remains invisible in the freezing temperatures inside, but reacts with room temperature when the door is open to fog up and show an ad, logo or character so long as the door remains open and for about a minute after the door is closed.

The graphic does not wipe off with conventional cleaning, but Visual Ice has created a technique for removing the old promotion and replacing it with a new one.

"The Visual Ice Freezer Door Promotion offers scale, compatibility and interactivity," explains Russ Slaybaugh, marketing developer for Visual Ice,

"Scale, because for the first time you can do the whole freezer door — ads as small as you want and as big as 24 by 48 inches. Compatibility, because all freezer doors fog up when opened. Interactivity,

**"You can promote stuff in the freezer, elsewhere in the store, or cross-promote something not in the store."**

**Russ Slaybaugh,  
Visual Ice Inc.**

because we can do a lot of fun things. We can have a character's eyes and mouth visible by leaving some of the vinyl sten-

cil behind, and when the customer opens the door the whole ad comes up."

Slaybaugh sees unlimited P-O-P applications. "You can promote stuff in the freezer, elsewhere in the store, or cross-promote something that's not even in the store," he says. "And the ad is not just seen by the person opening the door. Another customer can see it up to 30 feet away."

The graphics are slated to be available in the fourth quarter of 2006. "We're reaching out to both advertisers and retailers," Slaybaugh notes. Price is not yet determined. Styles and sizes are customized by the client.

Visual Ice, Slaybaugh notes, is a spin-off company of Diamon-Fusion International Inc. The company will exhibit at the In-Store Marketing Expo, Sept. 27 and 28, in booth 217.

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Visual Ice created freezer door graphics that appear when the door is opened, and disappear when the door is closed.



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