

NEW MATH FOR COOLING

Cool + Chilled + Collected

Introducing...

ICE³

THE NEW ICE CUBE

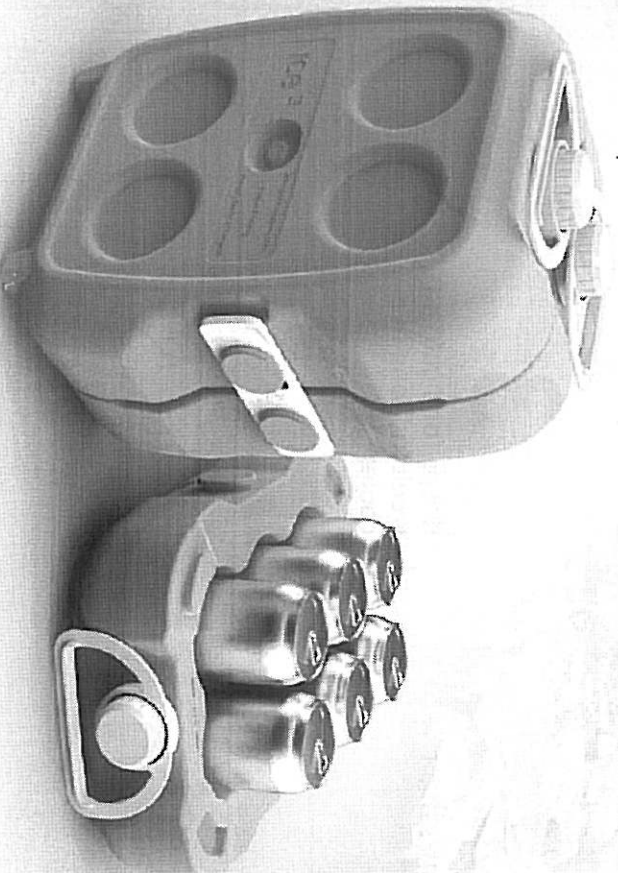
P3 Innovations Ltd has created the ultimate ice pack, cooler and water jug combination - A three-in-one compact, rugged package designed to enhance your personal chill zone.

ICE³'s unique design and versatility add up to provide form + fun + function while de-cluttering precious cargo space.

Use ICE³ anywhere your outdoor adventures take you...

- Great for drinks at football, basketball, and beach volleyball games.
- Ideal for hunting, fishing or boating.
- Perfect for tailgate parties or festivals.
- A great solution at un-serviced jobsites as a lunch box.
- Chill out by the pool, on the dock, out on a picnic, or at the beach.

The ICE³ has equivalent to 4 litres of ice.



BETTER THAN AN ICE PACK . BETTER THAN A BLOCK OF ICE. BETTER THAN A COOLER

1

Place ICE³ into a cooler and it functions as an ice pack equivalent to 4 litres of ice - no more wasted space with freezer packs or blocks of ice. The form-fitted chambers cool down extra beverages and snacks within.

2

Use ICE³ as a portable drink cooler. It holds 6 standard soda or beer cans - the ice takes about 6 hours to melt while keeping the beverages cold - with the bonus of cool drinking water later in the day.

3

Use ICE³ as a lunch box - in addition to holding an ample lunch, it provides an added hydration solution later in the day with 4 litres of cool, refreshing drinking water.