



Keeping your cool

A new innovative Smart Ice Bucket, and gift bag, called tchillbag (pronounced chillbag) has hit the market, giving retailers a great upsell product for their stores.

Made from special thick treated PVC, it is sturdy, durable, non-toxic, recyclable and reusable, containing a special stiffening agent in its durable PVC that reacts with ice and water to create a solid, watertight bag that won't topple over when filled.

"Whether it's Valentines Day, Mother's Day, Australia Day or Saturday, tchillbag can be sold as an alluring gift bag for that special bottle of champagne or as a convenient, light-

weight ice bucket for a picnic at the beach," Director of tchillbag, Jacques Maudy, said.

The tchillbag is a very successful point-of-purchase product for retailers stocking bottles of soft drink or water, Mr Maudy said, where it can be positioned alone or partnered with a drink brand and presented as an attractive, yet affordable, last-minute gift.

With a RRP of \$9.95, the tchillbag Classic is currently available in five exciting colours – Flash Pink, Pacific Blue, Cherry Red, Crystal Clear and Disco Orange, and company logos can also be printed on them in up to four colours.