



Dear Ice Industry Supplier,

I talked with you at the IPIA convention in San Antonio in November and am writing on behalf of the European Packaged Ice Association (EPIA) to ask you to consider becoming a member of our young, but expanding association. The EPIA was established in 2007 to promote the use of packaged ice across the European Union.

Please check out our web site at <http://www.europeice.com/> to find out more about our association and the benefits of becoming an EPIA Supplier Member.

As a member of the International Packaged Ice Association (IPIA), you have likely experienced the obvious membership benefits of staying abreast of the latest developments in the packaged ice industry, connecting with other suppliers and producers from around the world, and participating in IPIA's annual convention activities. So you may be wondering why it would be worthwhile to join the EPIA, as well. Quite simply, the reason is to have access to a barely tapped market of 600 million people in 28 European countries and nearby countries where EPIA ice is sold. To put this in perspective, the U.S. has a saturated market of only 320 million people.

The EPIA has a very cooperative relationship with the IPIA, and we share information and resources as often as possible. However, only 5 of our 60 producer members are members of the IPIA. By joining the EPIA, you will have an opportunity to boost your sales without investing a fortune in research and travel.

I'd like to propose these additional advantages of membership and attendance at the annual convention for your consideration:

**Having a Captive Audience of Serious Packaged Ice Producers in Europe and nearby countries who never go to the IPIA convention**

Your attendance at the annual convention offers your company a distinct business opportunity to promote your products to packaged ice producers as a group, as well as individually during three intense days of product presentations, lunches, dinners, team building events and just good social interaction with your potential customers. What would it cost you to make sales calls to EPIA producers located throughout Eastern and Western Europe? Our current Supplier Members ask this question and each year determine that EPIA membership and convention fees are a small and productive investment when compared to the potential time to research which companies actually produce packaged ice in a serious manner. Then consider the excessive cost to arrange structured sales calls, often "cold calls" to each individual packaged ice producer member at their (often) remote facilities. The research alone would be extremely time consuming and still not accurate. Our Supplier Members' presence and visibility at the EPIA convention allows them to showcase their best products and services to all serious packaged ice producers over three days in one venue.

## **Understanding our Customer's Needs**

Our Supplier Members represent the old established ice industry names as well as the new and exciting newcomers to this fledgling and exploding industry for packaged ice in Europe. They all strive to offer outstanding products supported by exceptional service. If not, they will not survive in this fast-growing and exciting industry. To compete and excel, it is very important that suppliers have a strong grasp of the European ice producer's unique needs and challenges that the European packaged ice industry is facing now, and in the future. We have found that the annual convention gives our Supplier Members improved and valuable insight into what is happening in the European market. They talk to end users, producers, and even competitors, all in one location, face to face in a non-defensive and social environment. What we learn in these conversations allows us to articulate an improved value proposition targeted to meet the needs expressed by potential customers who have very different needs than what is found in the much more mature market in the U.S.

## **Teaming Opportunities**

As our Supplier Members improve their understanding of other suppliers and the unique needs of EPIA Producer Members, many of our Supplier Members consistently search for partners that possess complementary strengths and products. By joining forces, Supplier Members are able to work in partnership to expand their portfolios over wide areas of Europe to EPIA Producer Members. Imagine the endless opportunities for synergy and securing your foothold in this maturing and fast-growing market!

I urge you to consider these benefits and hope that you choose to become a member of the EPIA. I would be thrilled to have you join us at the EPIA conference in Wroclaw, Poland during October 2017. I think you'll be pleased that you did.

If you have any questions or need additional information, please feel free to contact me directly on my cell phone here in the States at 571-213-3967 or Skype at qbghiaccio.

Yours Sincerely,

Stan Williams  
Managing Director EPIA