

BE WINTER WEATHER READY

# Large Mood Ice Scraper

40056 / 80-40056



CHANGES  
COLOR™  
In Cold Weather



## CASE STUDY:

A national car rental company began handing out a free Mood Ice Scraper with every car rental during the winter months. Their customers loved this useful item, and the company saw a noticeable increase in return business due to this promotion.

## TARGET MARKETS:

- ❄️ Car Rental Services
- ❄️ Auto Centers
- ❄️ Travel Agencies
- ❄️ Ski Resorts

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IN THE  
USA

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