

# IceZilla

*IceHole*  
PRODUCTS

## User Guide

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IceHole Products, Inc. – [www.IceHoleProducts.com](http://www.IceHoleProducts.com) – (800) 221-1781  
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## The Cool Idea

IceHole Products, Inc. was founded in 2009. We created the company so that our idea, IceZilla, could be patented and so that we could safely explore the process of production and get cracking.

Our “Idea” started brewing during a heavy snowfall in Richmond, Virginia in 2009. It’s not common for Richmond to see sixteen inches of snow in one day, and it can leave you with little else to do but to enjoy drinks, conversation, and even a little ingenuity.

We found ourselves packing snow around our beer bottles while barbequing in the snow (as if they needed any help staying cold). We got the bright idea of making a reusable mold that would create a drink holder made solely of ice, and wondered how cold it would make and keep a beer. Things simply developed from there.

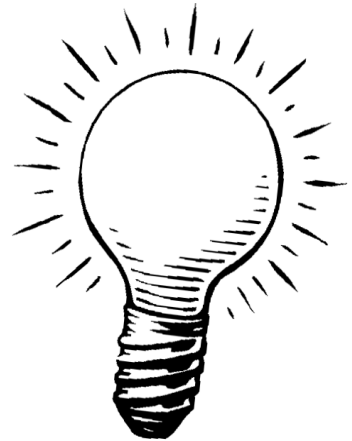
Originally, we created this because we wanted one and thought others might too.

We hope you enjoy your IceZilla, and we encourage you to share it with a good friend or relative.

As we say, “It’s all about Chillin”.

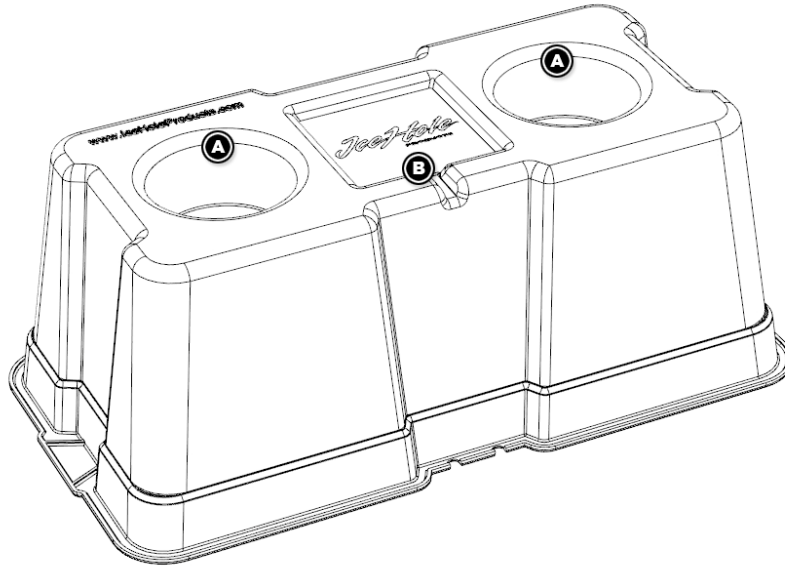
Cheers!

The IceHole Products Team  
[www.IceHoleProducts.com](http://www.IceHoleProducts.com)

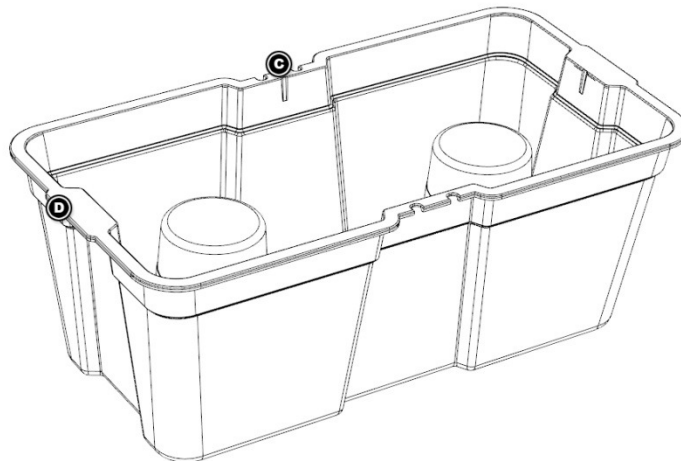


## IceZilla (The Mold)

Our IceZilla™ Mold's patented design has a number of key features. Each of the elements are shown below:



- A. BEVERAGE HOLDERS – Two beverage holders offer an amazing level of contact with the ice to make and keep your beverages nice and chilly for extended periods of time, even in extreme conditions. The drink holders were specifically designed to work with bottles, pint glasses, stem-less wine glasses, cups and cans.
- B. TRAY – A great place for a sliced lime or for placing other tasty things to go with your cold drinks.



- C: LIGHTING KIT GROOVES – (no longer used with new lighting/drip kit)
- D: HANDLES – Convenient handles to transport the IceZilla to cool locations.

## Freezing an IceZilla

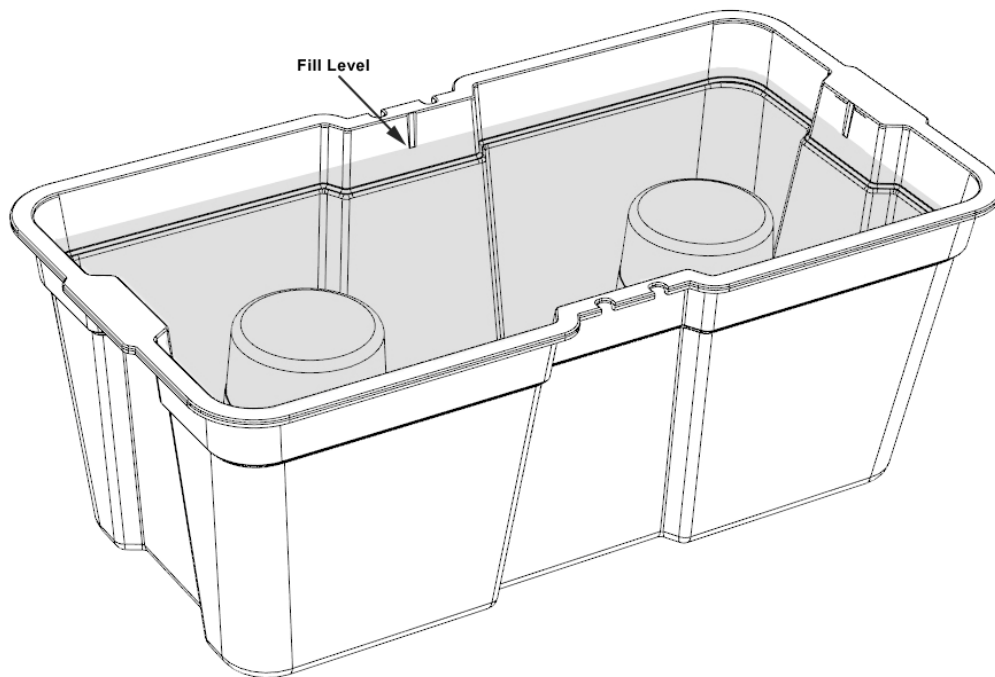
Some water types and freezer conditions pose no problems, while others can offer a few challenges. We've done a lot of research, and have documented many of the conditions you might experience while turning your water into ice.

We'll start with the basic approach, but if you run into problems, please review the Troubleshooting section found later in this document.

### Filling the Mold

Obviously, you should turn the IceZilla Mold over so that the open end is pointing upward and fill it with water. We'll discuss water types and freezer temperature settings later.

We've provided "fill level" indicators on the sides of the unit. These small vertical marks are at the top of each of the four sides (see below). It is recommended that you do not fill the mold above these lines, so that the water, as it freezes and expands, will not expand over the edges of the mold. It is also important that you do not fill it much lower than the markers, or you may not have enough ice below your beverages once the IceZilla is ready.



## Covering the Mold (IMPORTANT)



**IMPORTANT:** It is important that you cover the open end of the mold before freezing the unit. Having this insulation there will help prevent the exposed surface of the water from freezing too quickly. If this surface freezes too early in the process, it will create a barrier that can cause the ice to expand downward too quickly and can affect the shape of the rest of the mold, and can even crack it (see troubleshooting tips below). Water naturally expands by about 10% as it freezes. We want the ice to gradually & safely expand “upward”.

### WARRANTY NOTE

Not covering the mold may result in voiding your product warranty.

We suggest covering it with our ***IceZilla Indoor Drip Tray*** (sold separately). If you have not purchased one of our indoor drip trays, try to use something else made out of plastic that will cover and insulate the open end of the mold entirely.

Do NOT use aluminum foil or anything made of metal.

## Freezer Temperature & Freeze Time

The amount of time the water will take to freeze completely will vary depending on the temperature of your freezer. It can range from 18 to 24 hours.

Even though you might think that adjusting your freezer to its maximum setting will help the situation, and speed up the process, this is NOT the case. If the water freezes too quickly, it can cause excessive cracking in the ice, or even dangerous bulges in the mold itself. We want the freezing process to be slow and gradual, so a more mild temperature setting is a better idea.

The optimal temperature that seems to reduce imperfections in the ice (outlined later) is around 5-10 degrees Fahrenheit.

If you're seeing bad results, you may consider purchasing an inexpensive freezer thermometer from the grocery or hardware store. A simple setting adjustment on your freezer could help your IceZilla creations considerably.

## Removing the IceZilla from the Mold

You should wait until the water has frozen all the way through the block before removing it. The last bit of water in the mold to freeze will be the center between the drink holders. You'll be able to see water and bubbles move inside it if it's not completely frozen.

When it's time to remove the IceZilla from the freezer, it's a good idea to let it sit out at room temperature for 10-15 minutes before attempting to remove it from the mold. This will reduce the chance of cracks occurring, and it will make it noticeably easier to get out of the mold. Pouring a little cold water (do not use warm water) from your sink on the outside of the mold will also help the ice to separate from the mold. NOTE: if bulges (raised areas) occur on the surface of the ice, please refer to our troubleshooting tips section of this document.

When removing the ice from the mold, please follow these steps:

### Take the Unit Out of the Freezer

Allow the unit to sit out at room temperature for about 10-15 minutes. If there are any bulges on the surface of the ice, please refer to the troubleshooting tips labeled "Bulging/Raised Ice Surfaces".

### Turn the Unit Over

Turn the unit over so that the open end is directed downward, and at an angle if possible. When the ice releases from the mold, it will slide out.

### For Faster Release

Lightly pour cold water from your sink along the outside of the mold and into the drink holder areas. This will cause the ice to separate from the mold. Do not use warm water... We're trying to avoid cracks here.

If you're outside and not near a sink, you can let the sun shine directly on the outside of the mold. This will cause the mold and ice to gradually heat up and will eventually release the ice.

## Lighting/Drip Tray Kit

Our Lighting/Drip Tray Kit (sold separately) is a great way to use your IceZilla indoors and to hold and illuminate the entire IceZilla. This kit includes:

- IceZilla Plastic Tray
- Lighting Compartment Insert
- 4' Drip Line
- Waterproof LED Light (color of your choice)

The tray will catch and channel the water as the IceZilla slowly melts, letting you enjoy the IceZilla at your indoor beer tastings, birthday parties, dinner parties, and more! In addition, the tray compartments can hold one or more of our waterproof colored LED lights under the ice to make it glow brightly.

In addition, the new tray will keep the ice from sitting in its own water, which actually slows the melting process.

The integrated “Drip Line” will allow you to channel the melting ice/water to a desired location. This comes in handy for indoor parties and banquets.



## Waterproof LED Lights

The IceZilla Waterproof Lights are designed to provide an amazing glowing effect, illuminating the entire IceZilla and your beverages!

We have a number of different colors (sold separately) that can really light up your night time pool party, beer tasting, cookout, banquet or beach party.

To illuminate the waterproof LED light, twist the light's top and bottom in opposite directions, making the light “tighten”. It will turn on and will be safe to place in the Lighting/Drip Tray. To turn the LED Light off, simply twist it in the opposite direction until it turns off.



Check our website often for new lighting colors and other cool accessories!

## Using Your IceZilla

Well, that's the fun part, just chillin'...

Once you've got your IceZilla out of the mold, it's time to put your drinks in it, sit back, relax, and enjoy.

The IceZilla is made to work great with the following beverage containers:

Beer & Soft Drink Bottles  
Beer & Soft Drink Cans  
Pint Glasses  
Keg Cups  
Plastic Bottles  
Stem-less Wine Glasses & more

Check out our website's Ice Lab. We keep it updated with some of the more scientific findings and test results. The results are pretty cool.

## Cleaning Your IceZilla Mold

After a number of uses, you may start seeing tiny crackling in the ice surface by the tray, corners, and drink holders. This can be caused by a build-up, over time, of minerals or other impurities from your tap water. Some tap water will not cause this as quickly, and some will start to cause it after two or three uses.

This can sometimes be seen as a fine white dust on the inside of the mold when the unit is dry. You'll want to remove that as soon as possible.

To give it a good cleaning, all you need to do is wipe the inside of the mold down with white distilled vinegar, and then rinse it with water. This will clean the surfaces nicely and remove any mineral build-up that may have occurred.

## Helpful Tips, Tricks, Trinkets & What Not

These are just a few tips that we've come up with that might save you some time, and could help you achieve a great IceZilla quickly.

- If a large crack occurs in the ice, the IceZilla is still usable. Pour cold water into the mold along the crack lines, and re-freeze it for an hour or two. The crack will be fixed, and although it might still be visible, the unit will stay together and be fine for use.
- The "puddling" of water in the drink holders causes there to be more surface area of your beverage to be affected by the IceZilla. The more the better.
- If the ice ends up being uneven at the base (the end that would sit on the ground), you can (slowly) add cold water to level it off (filling in the low points). It will only take an hour or so to re-freeze that portion. If cold water is used, the crackling will be minimal. See our Troubleshooting Tips section for details.
- If you're taking an IceZilla somewhere, you can always remove it from the mold at home, and then put it back into the mold for transport. A cooler with ice in it will allow the unit to be transported with little to no melting on the way.
- More to come...

## Troubleshooting Tips



Although freezing water should be a pretty simple process, there are still some cosmetic issues you may wish to tweak as you strive for the perfect IceZilla. Things like ice clarity, cracking, rippling and bulging might become a concern, and although they might not prevent your IceZilla from being functional, they can still be challenging. We've consulted with physics experts and professors to document these solutions.

It's important to understand a few things about water and ice and how water behaves as it freezes.

1. Water expands as it freezes. It will expand by about 10% in volume (size).
2. Common household tap water can range from clear to cloudy, and can affect the quality of the ice that it creates. Tap water may contain minerals and air bubbles that can cause the ice to crack and to look very cloudy.
3. The rate that ice melts is related to the conditions it's exposed to. An ice block in direct sunlight on a 100 degree day will melt faster than an ice block in the shade on an 80 degree day.

Here are some of the common challenges and their solutions:

### Symptom: Cloudy Ice

#### Causes/Solutions

Cloudy ice is caused by a few factors; all of them related to the type and quality of your water.

1. Air in the Water – If your tap water has a large amount of air bubbles trapped in it, it will have a milky appearance when it freezes. Boiling the water and letting it cool completely before placing it in your mold will help.
2. High Mineral Content – If you're using well water, and your area is known to have a high level of minerals in the water, your ice will be cloudy.
3. A Build-up of Minerals – If you've been using tap water in your mold, you may start to experience the results of mineral build-up. In this case, you should clean the inside of the mold with distilled white vinegar. This will remove the mineral build up on the inside of your mold.

If this issue (cloudiness) is severe, you may want to consider using distilled water. Distilled water does not have the amount of air bubbles and impurities that tap water does.

## Symptom: Cracks in the Ice

### Causes/Solutions

Cracks in the ice are caused by a few factors; all of them are related to temperature and the rate in which the water is freezing.

1. Large, Damaging Cracks – If you end up with several large, damaging cracks that cause the IceZilla to separate (fall apart), it most likely is due to the water freezing too quickly in some areas and too slowly in others. This is because the crystallization process did not allow for the two areas to bond. Impurities can also cause different areas of the water to freeze at different rates. This can be resolved by having a freezer temperature set at around 10-15 degrees Fahrenheit, and/or using a purer water source. Refer to the “Helpful Hints” section above to find out how to salvage your cracked IceZilla.
2. Small Random Cracks – Small random cracks are normal. With household freezers, it’s tough to achieve a consistent temperature on the outside and on the inside of the IceZilla when freezing. But, if your temperature is set to the recommended 10-15 degrees Fahrenheit, the crystallization will still re-bond across those cracks, and you won’t have any separation at those points.

It is not recommended to use warm or hot water in the IceZilla. Although the mold will have no problem with it, the “Mpemba Effect” (look that up) causes there to be a greater difference in the freezing rates of the inside and outside of the mold, and will cause the IceZilla’s Ice to crack.

If your cracking issues are severe, you may want to get a freezer thermometer to determine the operating temperature of your freezer.

## Symptom: Bulging in the Mold

### Causes/Solutions

Bulging is just another way to describe expansion. Like we said before, ice is going to expand by about 10%... no matter what. It’s our job to convince it to expand in the best direction and not hurt the integrity of our IceZilla.

These are the most common bulging locations and their causes:

1. Bulging Square Tray – Bulging at the area between the two beverage holders is caused by the exposed end of the water freezing too early.

Since all other sides are insulated by the mold itself, the exposed water starts to freeze first. If a thick enough layer forms, it will prevent the ice from expanding that direction, and it will push downward toward the square tray. This is resolved by covering the top of your mold to create a bit of insulation from the freezer's forced air.

Please see "Covering the Mold" described earlier in this document.

You can also try another shelf in your freezer, since different shelves are receiving different levels of forced air.

Try to use a shelf that's not right in front of the forced air vent.

2. Bulging Beverage Holder – Although this is uncommon, if enough pressure builds up at the center of the mold, a small bulge can occur that pushes into the beverage holder. This is caused by pressure build-up at the center of the mold. This is also caused by the top layer of the ice freezing too quickly, as described in #1.

### **Symptom: Rippling on the Surface**

#### **Causes/Solutions**

This is commonly caused by the forced air of the freezer pushing the water to one side as it crystallizes. Depending on the positioning of the mold in the freezer, it could be affected by the forced air (wind) of the freezer. This results in what looks like a rippled mountain at one side of the top of the ice. This can be prevented by covering the top of the mold, and getting it away from the forced air output.

Please see "Covering the Mold" described earlier in this document.

### **Symptom: Bulging/Raised Ice Surfaces**

#### **Causes/Solutions**

If the water does not freeze evenly enough, you may experience a random bulge at the center or at one side of the surface of the ice. This just means that when the ice needed to expand, it expanded mostly at one location.

All is not lost when this happens. Follow these few steps and you should be in great shape:

1. Let the unit sit out at room temperature for about 5 minutes.
2. Take a glass of cold water and pour it slowly onto the surface of the ice. Start by pouring small amounts, and gradually pour more until you've filled the mold to where the water has covered the raised area.
3. Place the mold back in the freezer for a couple of hours.

The re-freezing of this added water will freeze quite evenly, and you should be good to go.

If this is always an issue for you, consider "under-filling" the mold each time, and just plan on filling that last bit at the end. You'll end up with a nice flat surface every time.

## **Customer Support**

If you have questions about our products, please contact our Customer Support team by email or by phone.

Email: [customer-support@iceholeproducts.com](mailto:customer-support@iceholeproducts.com)

Phone: (800) 221-1781

## **Where Credit is Due**

Special thanks to everyone on our team that has made this a fun and successful journey!



### **Engineering**

Thank you Ralph “Picasso” for your amazing engineering, concept and design skills. It’s hard to imagine where we would have ended up without your abilities and interest in our little project.

### **Web Development/Design/Testing**

Thank you Igor, Colette, Andrew and the rest of the Biznet eCommerce Team for your superior development, design & integration skills! You simply rock.

### **Marketing & Public Relations**

Thank you Jennifer for your marketing, PR and copyright talents, and thank you for your patience and understanding during the birth of this project. You’re very much of the wind in our sails!

### **Legal**

Thank you Greg for your legal and patent services! Getting, and keeping, us straight is serious business.

### **Testing & Assessment**

Thanks to friends and family (test subjects) for all of your help and sacrifices (space in your freezers and willingness to drink the test beverages).

## LIMITED WARRANTY

### HOW CONSUMER LAW RELATES TO THIS WARRANTY

THIS WARRANTY GIVES YOU SPECIFIC RIGHTS. OTHER THAN AS PERMITTED BY LAW, ICEHOLE PRODUCTS, INC. DOES NOT EXCLUDE, LIMIT OR SUSPEND OTHER RIGHTS YOU MAY HAVE. FOR A FULL UNDERSTANDING OF YOUR RIGHTS YOU SHOULD CONSULT THE LAWS OF YOUR COUNTRY, PROVINCE OR STATE. WARRANTY LIMITATIONS THAT MAY AFFECT CONSUMER LAW TO THE EXTENT PERMITTED BY LAW, THIS WARRANTY AND THE REMEDIES SET FORTH ARE EXCLUSIVE AND IN LIEU OF ALL OTHER WARRANTIES, REMEDIES AND CONDITIONS, WHETHER ORAL, WRITTEN, STATUTORY, EXPRESS OR IMPLIED. ICEHOLE PRODUCTS, INC. DISCLAIMS ALL STATUTORY AND IMPLIED WARRANTIES, INCLUDING WITHOUT LIMITATION, WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE AND WARRANTIES AGAINST HIDDEN OR LATENT DEFECTS, TO THE EXTENT PERMITTED BY LAW. IN SO FAR AS SUCH WARRANTIES CANNOT BE DISCLAIMED, ICEHOLE PRODUCTS, INC. LIMITS THE DURATION AND REMEDIES OF SUCH WARRANTIES TO THE DURATION OF THIS EXPRESS WARRANTY AND, AT ICEHOLE PRODUCTS, INC.'S OPTION, THE REPAIR OR REPLACEMENT SERVICES DESCRIBED BELOW.

### WHAT IS COVERED BY THIS WARRANTY?

IceHole Products, Inc. warrants the IceHole Products, Inc.-branded product and accessories contained in the original packaging ("IceHole Products, Inc. Product") against defects in materials and workmanship when used normally in accordance with IceHole Products, Inc.'s published guidelines for a period of ONE (1) YEAR from the date of original retail purchase by the end-user purchaser ("Warranty Period"). IceHole Products, Inc.'s published guidelines include but are not limited to information contained in technical specifications, user manuals and service communications.

### WHAT IS NOT COVERED BY THIS WARRANTY?

This warranty does not apply to any non-IceHole Products, Inc. branded hardware products, even if packaged or sold with IceHole Products, Inc. hardware. Manufacturers, suppliers, or publishers, other than IceHole Products, Inc., may provide their own warranties to you, but IceHole Products, Inc., in so far as permitted by law, provides their products "AS IS". IceHole Products, Inc. is not responsible for damage arising from failure to follow instructions relating to the IceHole Products, Inc. Product's use.

This warranty does not apply: (a) to consumable parts, such as batteries or protective coatings that are designed to diminish over time, unless failure has occurred due to a defect in materials or workmanship; (b) to cosmetic damage, including but not limited to scratches, dents; (c) to damage caused by use with another product; (d) to damage caused by accident, abuse, misuse, fire, earthquake or other external cause; (e) to damage caused by operating the IceHole Products, Inc. Product outside IceHole Products, Inc.'s published guidelines (especially failing to cover the IceZilla Mold when freezing, as described in the full user guide and the quick reference guide); (f) to

damage caused by service (including upgrades and expansions) performed by anyone who is not a representative of IceHole Products, Inc. or an IceHole Products, Inc. Authorized Service Provider ("IASP"); (g) to an IceHole Products, Inc. Product that has been modified to alter functionality or capability without the written permission of IceHole Products, Inc.; (h) to defects caused by normal wear and tear or otherwise due to the normal aging of the IceHole Products, Inc. Product.

## YOUR RESPONSIBILITIES

Before receiving warranty service, IceHole Products, Inc. or its agents may require that you furnish proof of purchase details, respond to questions, and supply a photograph, designed to assist with diagnosing potential issues and follow IceHole Products, Inc.'s procedures for obtaining warranty service.

If during the Warranty Period you submit a valid claim to IceHole Products, Inc. or an IASP, IceHole Products, Inc. will, at its option, (i) repair the IceHole Products, Inc. Product using new or previously used parts that are equivalent to new in performance and reliability, (ii) replace the IceHole Products, Inc. Product with a product that is at least functionally equivalent to the IceHole Products, Inc. Product.

## HOW TO OBTAIN WARRANTY SERVICE?

Contact an IceHole Products, Inc. representative or, if applicable, an IceHole Products, Inc. retail store ("IceHole Products, Inc. Retail") or IASP, using the information provided below. An IceHole Products, Inc. representative or IASP will help determine whether your IceHole Products, Inc. Product requires service and, if it does, will inform you how IceHole Products, Inc. will provide it.

## LIMITATION OF LIABILITY

EXCEPT AS PROVIDED IN THIS WARRANTY AND TO THE MAXIMUM EXTENT PERMITTED BY LAW, ICEHOLE PRODUCTS, INC. IS NOT RESPONSIBLE FOR DIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES RESULTING FROM ANY BREACH OF WARRANTY OR CONDITION, OR UNDER ANY OTHER LEGAL THEORY, INCLUDING BUT NOT LIMITED TO LOSS OF USE; LOSS OF REVENUE; LOSS OF ACTUAL OR ANTICIPATED PROFITS (INCLUDING LOSS OF PROFITS ON CONTRACTS); LOSS OF THE USE OF MONEY; LOSS OF ANTICIPATED SAVINGS; LOSS OF BUSINESS; LOSS OF OPPORTUNITY; LOSS OF GOODWILL; LOSS OF REPUTATION; OR ANY INDIRECT OR CONSEQUENTIAL LOSS OR DAMAGE HOWSOEVER CAUSED INCLUDING THE REPLACEMENT OF EQUIPMENT AND PROPERTY. SOME STATES (COUNTRIES AND PROVINCES) DO NOT ALLOW THE EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE LIMITATION OR EXCLUSION MAY NOT APPLY TO YOU.

## PRIVACY

IceHole Products, Inc. will maintain and use customer information in accordance with the IceHole Products, Inc. Customer Privacy Policy available at:

<http://www.iceholeproducts.com/privacy.asp>

## GENERAL

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