

# black ice

## BUSINESS OVERVIEW

BLACK ICE AUSTRALIA



# SUNGLASSES

## 100% UV PROTECTION FOR THE WHOLE FAMILY

- All sunglasses comply with the mandatory requirements of the AS/NZS 1067.1-2016.
- Black Ice Sunglasses provide 100% UV protection from harmful UV Rays.
- 12 months manufacturer warranty.
- All sunglasses are designed in house and combine global fashion trends with the demands of the Australian consumer.

LADIES



RETRO



METALS



ACTIVE



KIDS



LADIES POLARISED



RETRO POLARISED



METALS POLARISED



ACTIVE POLARISED



KIDS POLARISED



# READERS

The sales of reading glasses continues to grow due to a shift in demographics and consumers seeking affordable alternatives to prescription eyewear.

- Manufactured using only high quality materials
- Black Ice offers a premium reader range and value reader range available in strengths from 0.0 to 3.5 to cover all needs

BLUE BLOCK



BLUE BLOCK KIDS



METALS



UNISEX



LADIES



# HEADWEAR

Headwear covers both summer and winter, providing a great range over the whole year. Our Black Ice range also includes scarves, gloves and beach bags.

- Manufactured to Australian standards.
- Large consumer demographic: male, female, unisex and kids.
- Seasonal stock rotation.
- Many summer styles provide UPF50+ protection from our Australian sun.
- Designed in Australia with the customer and retail environment in mind.
- Fresh designs arrive in store each season.



## SURF LIFE SAVING AUSTRALIA

Black Ice is proudly supporting and raising money for Surf Life Saving Australia by designing, producing and selling a delightful and practical headwear and sunglasses range.





## MOBILE PHONE ACCESSORIES

Walkntalk is a trusted and well-known technology accessory brand within Australia. Known for its easily recognised packaging, coupled with the tried and tested technology Walkntalk is readily available in the most convenient of retail outlets and now available for you online.

All of our products are Apple certified, ensuring that our range will continue to work across all Apple devices. The Lightning connector that iPhones, iPods and iPads have been using since 2012 is a proprietary connector created by Apple.

- Call Answering
- Cables
- Phone Holders
- Powerbanks
- Car Accessories
- Chargers

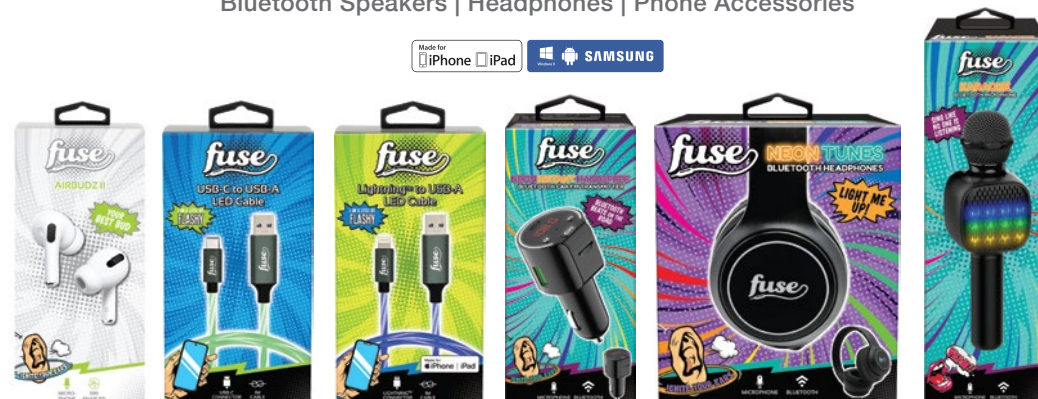


## SOUNDS LIKE FUN

Fuse is more than just a brand, it's an experience.

Ignite your ears with the Fuse lifestyle range of audio and power accessories designed for the 9-5 commuters, the nomad travellers, the busy students and everyone in between.

Bluetooth Speakers | Headphones | Phone Accessories



## brellerz

### WET WEATHER GEAR

- Designed & owned in Australia
- Brellerz provide high profit margins, are a trusted brand and bring repeat business.



## LICENSED TOYS

### THE BIGGEST & BEST BRANDS!

Our new and exciting Toys, Games & Leisure range has something for everyone! A cuddly plush, a Hot Wheels car, Barbie, a water bouncing ball, activity sets and your favourite card and board games are just a few of the selections from our range of market leading brands.





# DISPLAY OPTIONS



SUNGLASSES

READERS

KIDS

PREMIUM STANDS

HEADWEAR

TECH



COUNTER DISPLAYS

TECH BAY DISPLAY

TECH GONDOLA TOPPER

black ice

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