



*Brands That Cook*

## Ice Was Never So Cool!

FEBRUARY 1, 2010

Harold Import Company—HIC introduces their new line of flexible, fun and functional ice cube trays.

Made of 100% food-grade TPR

(polypropylene-based thermoplastic rubber), they offer a sturdy construction for spill-free transport to the freezer. The trays are durable to resist cracks and tears yet flexible enough for easy release.

And, it's much more than an ice tray. Their well-defined shapes offer non-stick release for individual sorbets, mini fruit molds, and other shaped foods—perfect to liven up your parties. The trays are also safe for children to learn in the kitchen while making jello, frozen juice or other food-based shapes.



The seven colorful shapes include strawberries, pineapples, hearts, squares, ducks, fish, and even a shape specifically designed for use in water bottles.

SPRs: \$2.99 to \$3.99

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