

## OPTIMIZING EXPERIENCE: ICE-O-MATIC AND FOUNDATION FOR BLIND CHILDREN

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### Customer Profile:

Foundation For Blind Children (FBC) is the largest non-profit agency of its kind in the United States serving the blind and visually impaired of all ages, from birth to currently 102 years old. FBC is an essential resource to families and children with blindness or low vision. The foundation strives to serve as *the* community resource for blind, visually impaired, and multi-handicapped children, adults, and their families. At FBC, providing students with the skills and support needed to live a fulfilling life and giving the staff the tools they need to make that happen is a priority.

### Challenge:

The foundation had a wide range of services, programs and state-of-the-art facilities to bring its mission to life, but what happens when the facility's foodservice equipment isn't making the grade?

Students and staff asked for an ice machine for cooling drinks, filling coolers during special events, and for soothing the occasional bump, bruise or scrape; but on such a tight budget, Chief Executive Officer Marc Ashton thought a machine was a luxury the foundation couldn't afford.

### Solution:

Mr. Ashton chose to install a cost-effective ice system that could meet the needs of the students and staff with minimal breakdowns or maintenance issues over the lifetime of the machine. He selected an Ice-O-Matic GEMD270 - Nugget Ice/Water Dispenser and water filtration system in May 2014. Mr. Ashton worked with Phoenix-based TruTemp Equipment, a wholesale distributor of commercial ice machines, to help him select the right unit for his needs.

### Ice-O-Matic Products Involved:

- Ice-O-Matic's GEMD270 - Nugget Ice/Water Dispenser features practical design for durability, reliability and easy, quiet operation. The machine can produce 273 lbs. of soft, chewable ice per day with storage up to 12 lbs.
- The GEMD270's 'Auto Rotate' feature stops ice from congealing while the 'Direct Dispensing' feature ensures the ice hits the glass while preventing overflow and waste. The tall dispensing area allows more clearance for larger containers like water bottles. This machine is ideal for hospitals, cafeterias, restaurants and offices.
- Ice-O-Matic's optional water filtration system provides carefree operation with protection against unpleasant tastes, odors, sediment and scale formation. The filter takes up a minimal amount of space and is equipped with quick-connect fittings for fast, easy replacement.



*"This Ice-O-Matic machine has boosted our morale tremendously. We never thought in a million years that an ice machine would do that."*

**- Marc Ashton, Chief Executive Officer of Foundation For Blind Children**

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## Results:

- **Boost in student and staff morale:**

Overall, Mr. Ashton reports that since installing the Ice-O-Matic ice system he's noticed students and staff are happier. They routinely comment on the ice system and their love of the nugget ice the machine produces.

- **Enhanced campus sustainability:**

With a new ice/water dispenser, staff and students are encouraged to minimize trash and plastic waste by relying on reusable water bottles and canteens instead of paper cups or plastic single-use water bottles.

- **Conserved staff time and labor:**

Prior to using the Ice-O-Matic ice system, staff spent time and money driving to convenience stores to purchase bagged ice. This new ice machine saved the FBC staff approximately one hour per week in travel and supply purchasing time. These savings mean more quality time to spend with students.

*"We never thought we needed an Ice-O-Matic until we purchased one and now I don't know how we lived without one for so long."*

- Marc Ashton, Chief Executive Officer of Foundation For Blind Children



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## About Ice-O-Matic:

Ice-O-Matic is a Denver, Colorado-based manufacturer and established global supplier of ice machines and the world's largest producer of ice evaporators. With more than 60 years of expertise, Ice-O-Matic continues to expand its presence in international markets, providing reliable, energy-efficient, American made ice solutions including ice machines, storage bins and water dispensers. Ice. Pure and Simple.™ To learn more about Ice-O-Matic, visit [iceomatic.com](http://iceomatic.com).