

Virginia Ice Company Celebrates
10 Years and 100 Million Pounds of OSMOTIC AQUATIC® THE PURIFIED ICE
Highlights Accomplishments with Nationally Recognized Quality and Safety Certifications

Lawrenceville, VA — Since the introduction of OSMOTIC AQUATIC® THE PURIFIED ICE in 1997, Virginia and North Carolina consumers have purchased more than 100 million pounds of the unique purified ice product made by Brunswick Ice in Lawrenceville, Virginia. Although 100 million pounds of ice represents only a small share of the overall ice market, the poundage becomes significant when seen as 400 million four-ounce servings of a highly specialized ice. The entire process — water purification processing through ice packaging — takes place daily in the Brunswick Ice plant. The Brunswick Ice water purification system includes multiple advanced pre-filtrations, activated carbon adsorption, reverse osmosis purification and ultraviolet disinfection. Once purified, the finished water is deaerated and frozen using a multi-patented ice maker developed by Morris & Associates of Raleigh, North Carolina. The proprietary Morris equipment ensures that the crystal clear quality of the purified water is maintained during and after the freezing process.

Overarching the purity of its ice product is the Brunswick Ice commitment to food safety in processing and handling. This commitment is highlighted by the recognition the company and its products have received from quality centered organizations. In 2003, OSMOTIC AQUATIC® THE PURIFIED ICE was recognized by the Virginia Department of Agriculture as a processed food product under the Virginia’s Finest Program. Further evidence of the Brunswick Ice commitment to product quality and food safety is its International Packaged Ice Association PIQCS PLUS certification. The PIQCS PLUS designation indicates that the ice producer not only meets the IPIA Packaged Ice Quality Control Standards but also meets the requirements of the Hazard Analysis/Critical Control Point System. A preventive food safety program, HACCP was developed originally for astronauts. The monitoring program has been adopted by the U.S. Food & Drug Administration for various food products and by the IPIA for packaged ice. In 2003, Brunswick Ice became the first U.S. ice producer to attain the combined ice quality and food safety PIQCS PLUS designation. PIQCS PLUS certification is renewed annually by participation in IPIA-mandated plant audits performed by the world-wide leader in food safety solutions and inspections, NSF, National Sanitation Foundation, Ann Arbor, Michigan. Brunswick Ice has consistently retained its PIQCS PLUS certification. The IPIA/National Sanitation Foundation, the Virginia Department of Agriculture and Virginia-based military officials perform routine inspections of the Lawrenceville water purification and ice making plant.

Purified by reverse osmosis, the water used to make OSMOTIC AQUATIC® THE PURIFIED ICE meets U.S. Pharmacopeia and Code of Federal Regulations definitions for purified water. In addition to in-line water quality monitoring, the packaged purified ice is sampled and tested routinely by certified independent laboratories using U.S. Pharmacopeia Monograph guidelines for purified water. OSMOTIC AQUATIC® THE PURIFIED ICE contains no added substances and is sodium free. All Brunswick Ice products are made from water purified by reverse osmosis and are sold under the OSMOTIC AQUATIC registered trademark. OSMOTIC AQUATIC® THE PURIFIED ICE is distributed to 374 retailers. For more information, call 1.800.624.1381 or visit www.purifiedice.com.

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