

Ice maidens market cool product

Name: Danielle Nesbit and Jennifer Traylor

Business: On the Rocks Ice Distribution Ltd., Vancouver

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Number of Employees: Two, plus contract employees

Time in business: One year

What is your business?

We supply pre-packaged ice to the special-event, catering, hospitality and retail industries. We also supply refrigerated trailers and ice merchandisers (freezers) for events that require cold and frozen storage.

How did you get started?

As two entrepreneurs, we wanted to start a company that aligns with our values and enables us to give back to the community.

It was equally important to be environmentally conscious. Our commitment is to create a company that values customer service, community and the environment.

What do you like best about your business?

Customer service and relationships are important to us, so we spend the time getting to know our clients to meet their needs.

We want their businesses to run seamlessly, and we will move glaciers to make that happen!

Give an example of how you market or promote the company.

In July, we co-sponsored a rugby tournament in Abbotsford, and sold snow cones to showcase our product and cool down spectators.

All proceeds were donated equally to two different charities.

What is your greatest challenge?

We want to change the perception that ice needs to be a last-minute decision or emergency order.

So we try to work ahead with clients. We can offer auto-shipments, or email reminders to clients to check ice levels.

What's ahead?

We intend to grow our business steadily throughout B.C. over the next several years.

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Jennifer Traylor (left) and Danielle Nesbit operate On the Rocks Ice Distribution Ltd. in Vancouver. — SUBMITTED PHOTO