

®
ICEBREAKER
NORDIC

PUSH & TWIST™



The ice cube life hack!

The PUSH & TWIST is the lifehack and everyday sanitary ice tray for your freezer. Great for small freezers as it is watertight and can be placed in any orientation while freezing.

The PUSH & TWIST allows you effortlessly to make and serve ice cubes without ever touching the ice with the FILL LIKE A BOTTLE and DIRECT SERVE functions! Makes 18 x 1-inch ice cubes.

FEATURES

- Fill like a bottle
- Free freeze orientation
- Direct serve from tray
- Watertight / no-leak
- PUSH to TWIST for release of ice
- Odor free
- BPA free
- Dishwasher safe

About ICEBREAKER Nordic®

The Danish engineer and founder of ICEBREAKER Nordic, Kim Jensen, lived in Texas, finding himself addicted to a daily high consumption of ice cubes, but annoyed about the hassle of the making, and set forth the goal, that ice cube making should be as easy as pouring water into a bottle, for thereafter to serve the ice cubes directly without touching the ice.

ICEBREAKER Nordic® is becoming the new way of Making and Serving ice cubes. Our concept is various patented watertight containers that allow you to fill as a bottle and serve without touching the ice.



ICEBREAKER
NORDIC

PUSH & TWIST™

Make and serve ice cubes



FILL LIKE A BOTTLE



FREE FREEZE ORIENTATION



SERVE DIRECTLY FROM TRAY



WATERTIGHT



PUSH TO TWIST FOR RELEASE OF ICE



DISHWASHER SAFE



BPA FREE



ODOR FREE



FILL LIKE A BOTTLE

FREE FREEZE ORIENTATION

DIRECT SERVE

The Everyday Friend

PUSH & TWIST is the new friend in the family if you like ice cubes. The PUSH & TWIST fills the gap between ice cube needs and ice cubes availability. With a couple of PUSH & TWIST everyone in the family will have easy ice at hand, and everyone in the family will be happy to re-fill and throw in the tray in the freezer, to be ready for next use.

Water In – Ice Out

PUSH & TWIST overcomes the pains that you thought was un-avoidable with the normal ice cube tray. No more water splashing when filling the tray, no more balancing the tray to the freezer to look for an empty flat space that does not exist in most freezers. This lifehack offers you "Fill like a bottle" with no splashing or spilling, "Free Freeze Orientation" due to the watertight container and "Direct Serve" of ice cubes with the POP-up cover.

Self-Ready Packaging / Counter Display Unit

Compact and eye-catching, the SRP Counter Display Unit holds 15 products. It is designed to engage customers in retail environments, maximize shelf appeal, and drive impulse purchases. Whether displayed on a counter or included in a larger pallet setup, it is perfectly aligned for home and lifestyle retail channels.

Retail Segment

The PUSH & TWIST addresses a lower price point driven sales channel compared to the POP 2.0, by offering most of the same innovative functionality, just at a lower price point. Ideal for low-cost retail chains, super- and hyper markets and kitchenware stores.

PUSH & TWIST



Contact to get more information and request sample:
sales@icebreaker nordic.com
<https://icebreaker nordic.com/>

Pricing and Logistics

HS Code: 3924 10 00

PUSH & TWIST		Clear Water Blue	Clear White	
30 pcs Master Carton	SKU	BSK3150	BSK3153	
	(EAN) UPC	(0)842839131506	(0)842839131537	
15 pcs CDU-Self Ready Packaging	SKU	BSK3150 CDU	BSK3153 CDU	
	(EAN) UPC	(0)842839131506	(0)842839131537	

Specifications	EU/World	US
Product Size (L x W x H)	12.7 x 5.8 x 24.5 cm	5 x 2.28 x 9.64 Inch
Ice Cube Qty	18 pcs	18 pcs
Weight	0.190 kg	6.7 oz
Ice Volume	300 ml	10 oz
Temp range, usage	-20 to +35 C	-4 to 95 F
Temp range, cleaning	Max 70 C	Max 160 F
Food safe / Regulations	1935 / 2004 / EC	California Proposition 65, FDA 21 CFR 177 & 180
Dishwasher Safe / Regulations	Yes, Top Drawer	Yes, Top Drawer
BPA & Phthalates Free	Yes	Yes
Material	LFGB Food grade ABS, PP, TPE	FDA Food grade ABS, PP, TPE
Lifetime	Accelerated lifetime testing, drop testing and robotic durability testing in freezer, simulating everyday use in 3 years.	

30 pcs Master Carton

No Pallet (inner size) (m)	Box (pcs)	Product Dimen (mm)	Product weight (g)	Box Dimen (cm)		Box Weight (kg)	Box QTY	Layers	QTY per Pallet	Size	Pallet Gross weight (kg)	Total weight (kg)	Pallet per container	Total (even carton)
20" (5.69mx2.13mx2.18)	30	245x127x58	190	25.5x40x53	0.05406	7.5	481	NA	NA	NA	NA	3607		14,428
40" (11.8mx2.13mx2.18)	30	245x127x58	190	25.5x40x53	0.05406	7.5	1017	NA	NA	NA	NA	7630		30,522
40"HQ (11.8mx2.13mx2.68)	30	245x127x58	190	25.5x40x53	0.05406	7.5	1184	NA	NA	NA	NA	8879		35,516

EURO PALLET 120x80 (m)	Box (pcs)	Product Dimen (mm)	Product weight (g)	Box Dimen (cm)		Box Weight (kg)	Box Per Layer	Layer per pallet	QTY per Pallet	Size (cm)	Pallet Gross weight (kg)	Total weight (kg)	Pallet per container	Total (even carton)
20" (5.69mx2.13mx2.18)	30	245x127x58	190	25.5x40x53	0.05406	7.5	9	3	810	120x80x175	20	222.5	11	8,910
40" (11.8mx2.13mx2.18)	30	245x127x58	190	25.5x40x53	0.05406	7.5	9	3	810	120x80x175	20	222.5	23	18,630
40"HQ (11.8mx2.13mx2.68)	30	245x127x58	190	25.5x40x53	0.05406	7.5	9	4	1080	120x80x227	20	222.5	23	24,840

15 pcs CDU

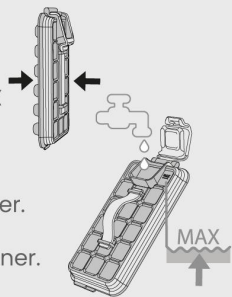
No Pallet (inner size) (m)	CDU (pcs)	Product Dimen (mm)	Product weight (g)	Box Dimen (cm)		Box Weight (kg)	Box QTY	Layers	QTY per Pallet	Size	Pallet Gross weight (kg)	Total weight (kg)	Pallet per container	Total (even carton)
20" (5.69mx2.13mx2.18)	15	245x127x58	190	44x40x27	0.04752	4.4	547	NA	NA	NA	NA	2407		8,207
40" (11.8mx2.13mx2.18)	15	245x127x58	190	44x40x27	0.04752	4.4	1157	NA	NA	NA	NA	5093		17,361
40"HQ (11.8mx2.13mx2.68)	15	245x127x58	190	44x40x27	0.04752	4.4	1347	NA	NA	NA	NA	5926		20,202

EURO PALLET 120x80 (m)	CDU (pcs)	Product Dimen (mm)	Product weight (g)	Box Dimen (cm)		Box Weight (kg)	Box Per Layer	Layer per pallet	QTY per Pallet	Size (cm)	Pallet Gross weight (kg)	Total weight (kg)	Pallet per container	Total (even carton)
20" (5.69mx2.13mx2.18)	15	245x127x58	190	44x40x27	0.04752	4.4	4	7	420	120x80x204	20	143.2	11	4,620
40" (11.8mx2.13mx2.18)	15	245x127x58	190	44x40x27	0.04752	4.4	4	7	420	120x80x204	20	143.2	23	9,660
40"HQ (11.8mx2.13mx2.68)	15	245x127x58	190	44x40x27	0.04752	4.4	4	8	480	120x80x231	20	143.2	23	11,040

PUSH & TWIST™ Product Guide

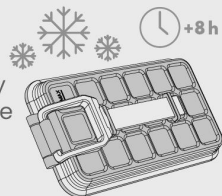
1. FILL

- Remove the LID and fill PUSH & TWIST™ with water up to MAX line (product held in 45-degree angle).
- Make sure PUSH & TWIST™ is collapsed when filling with water.
- Do not fill above the MAX line which is visible on the front corner.



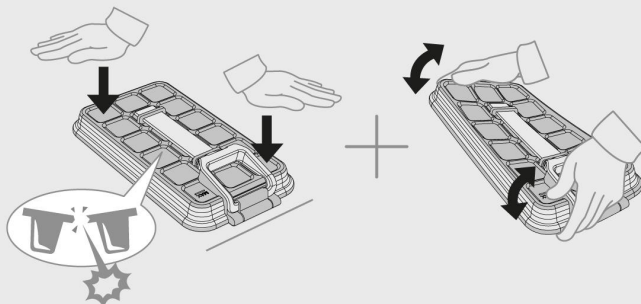
2. FREEZE

- After having filled PUSH & TWIST™ with water, put the LID back on.
- Make sure to push all the way around the LID's edge to ensure that PUSH & TWIST™ is water-tight and leakproof.
- Place PUSH & TWIST™ in the freezer for +8 hours.



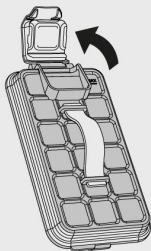
3. PUSH & TWIST ⚠️

- When PUSH & TWIST™ is frozen, place it on a hard surface, PUSH down on PUSH & TWIST™ marked corners, to CRACK the ice connections.
- Repeat the step above until the tray feels flexible and you feel that the ice connections between the ice cubes have been broken.
- You may also twist the tray as an ordinary tray by grabbing both ends and twist both directions.
- By doing this, you will secure that the ice cubes do not stick together and will be easy to serve.



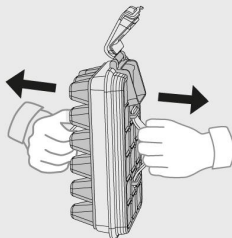
4. OPEN ⚠️

- Now open the LID.
- As PUSH & TWIST™ is completely airtight, it is necessary that you open the LID before you pull the HANDLES and expand the cover. If this is not done, it is nearly impossible to expand the cover due to vacuum.



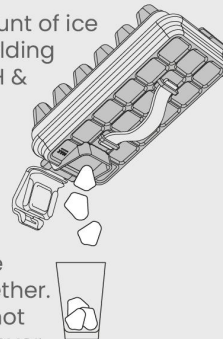
5. PULL

- Pull both HANDLES simultaneously to expand PUSH & TWIST™ and release the ice cubes inside.



6. SERVE

- Serve the desired amount of ice cubes into a glass by holding and gently shaking PUSH & TWIST™ in a 45-degree angle, opening facing down.
- Give PUSH & TWIST™ a more thorough shake if the filling hole becomes blocked by the ice or the ice cubes get stuck together.
- If some ice cubes are not released, collapse the cover again and twist the tray a bit more to release them.



Disassembly and Cleaning

- PUSH & TWIST™ Tray and Cover can be disassembled which makes it easy to clean thoroughly.
- Use the designated disassembly ears, to gently pull the Cover away from the TRAY

After Cleaning -

- Snap the COVER back on by placing it on top of the TRAY and press firmly all the way around the edges to ensure that it is correctly attached.
- If PUSH & TWIST™ leaks water from other places than the LID, the COVER needs to be snapped back on correctly onto the TRAY to be leakproof.

