

pendent Landlord?

et the whole story
ential renters with
artMove™



Sarma is proud to partner with TransUnion to bring you TransUnion SmartMove™ – a new web-based screening solution that provides independent landlords with access to the same screening tools used by the largest property management companies. Plus you can access SmartMove now at a special rate available to Sarma customers.

Sarma
Information. Intelligence. Integrity.
1801 Broadway, San Antonio, TX 78215
Phone: 800-955-5238

OFFICE BUILDING WITH SAN ANTONIO LOCATION

- North Central Location – Accessible to Loop 410, US 281 & IH 35
- Responsive on-site property manager
- On-site maintenance
- Owner occupied
- Ample surface parking
- 24/7 Electronic Access



INSURANCE BUILDING

San Antonio, TX 78209

Contact: Ramiro Flores
rflores@cliu.com



(L to R) Entrepreneurs Beverly Bolser, Deb Bolser Prost and Linda Caldwell have developed a new product that helps people to cool off in hot, sticky situations.

Local company unveiling product designed to cool off customers

BY MIKE W. THOMAS

A group of local entrepreneurs has spent the past four years developing a cool new product that they hope will fill a niche in the retail market.

Cool Off is the brand name for individually packaged towelettes that promise to relieve heat symptoms whenever someone is working, exercising or playing outdoors or dealing with hot flashes.

The pre-moistened towelettes are infused with natural ingredients that include cooling herbs, plant botanicals and oils that help to moisturize the skin and provide long-lasting relief from the heat.

Cool Off is now available in all H-E-B grocery stores where they can be purchased in 12-pack boxes for \$4.98 or four-pack boxes for \$1.98. They will soon be available in a number of convenience stores in single packs for 59 to 79 cents each.

"H-E-B is an ideal distribution channel for Cool Off," says Deb Bolser Prost, president and CEO of San Antonio-based It's 2 Cool Ltd., the company behind the new Cool Off products. "We expect this to be a very successful and mutually beneficial relationship."

Prost is one of the five partners who have helped to develop Cool Off. The others include her sister, Beverly Bolser, and friends Linda Caldwell, Dawn Gwin and Jim Caldwell.

The friends had spent most of their careers in the fields of marketing, advertising and product development and it was about four years ago that they decided to come up with their own product to market and develop.

Prost and her sister grew up in a business environment. Their family owns the Fiesta Spice company in San Antonio and they were already familiar with many of the natural herbs and spices that produce a cooling effect.

When the friends began brainstorming for a product they could develop, they thought about the blistering South Texas heat and looked for products on the market that provide quick relief for heat symptoms.

Finding none, they got to work trying to

fill that gap in the market.

Caldwell is a breast-cancer survivor who was thrown into menopause early as a result of her chemotherapy treatments.

She was looking for some kind of hormonal therapy to help with the hot flashes she was dealing with.

What they came up with was a product that addresses heat issues, whether it is coming from external or internal sources.

"We found through our testing that this combination of natural products produces a chill feeling on the skin that lasts up to 20 minutes," Caldwell says. "The only other comparable things on the market use sticky, gooey creams or gels."

THERE ARE ALWAYS NEW PRODUCTS ROLLING OUT ALL THE TIME, AND THIS ONE (COOL OFF) SEEMS TO HAVE SOME REAL MARKETING OPPORTUNITIES.

Gerry Telle
Telle

Prost says from the start the partners have relied on product testing and focus groups to guide their development. "Every step of the way we used qualitative and quantitative research to guide us," she says. "We went in without bias, to let consumer opinion focus the new product development phase."

The results, Prost says, have been fantastic. Focus groups have been passionate and excited about the product and retailers like it because it is an entirely new product that does not cannibalize products already on their shelves.

Cool Off was named the Best New Product of the Show at the Efficient Collaborative Retail Marketing (ECRM) Trade Show last August in Scottsdale, Ariz.

"We were selected out of 150 manufacturers

Continued on NEXT PAGE

FROM PAGE 12

ers," Caldwell says. "That is real validation along with the excitement we see from consumers who sample the product."

Prost says the partners recently closed on a private placement in excess of \$1 million to support the launch of Cool Off. The company has been self-financed up to this point, she adds.

It's 2 Cool Ltd. has contracted with The Triad Group in Hartford, Wis., to manufacture the product and the company handed out tens of thousands of samples at Fiesta events. "We are prepared for a national roll-out," says Prost. "Our investors have confidence in us."

The Cool Off packets will be available in Telle stores beginning May 1. Telle President Gerry Telle says the new Cool Off towelettes are a hot new product that he

"WE REALLY THINK THE PRODUCT SELLS ITSELF, BUT WE ARE NOT GOING TO LEAVE ANYTHING TO CHANCE."

Beverly Bolser
It's 2 Cool Ltd.

is pleased to carry in his stores. He says it is important to stay on top of new trends and consumer demands, noting that energy drinks were nearly untapped for six years ago but now are saturated throughout the market.

"There are always new products rolling

out all the time, and this one seems to have some real marketing opportunities," Telle says. "It is a unique and totally different product from anything we carry. I don't know of anything out there that is like it."

San Antonio-based Telle manages more than 170 convenience stores across Texas.

Cool Off also will soon be available online through Amazon.com. In the meantime, It's 2 Cool Ltd. is negotiating with Walgreens convenience stores and other retailers to carry the product as well.

"We are planning to do a national advertising campaign in women's magazines," Prost says. "We are also seeking distribution channels through stores such as Home Depot, Lowes, Sports Academy and Bass Pro Shops. This is such a universal product that we believe there are no limits

It's 2 Cool Ltd.

What: Manufactures Cool Off towelettes that provide relief for heat symptoms.

Partners: Deb Bolser Prost, Beverly Bolser, Linda Caldwell, Dawn Gwin, Jim Caldwell

What's new: Product now available in H-E-B stores

Address: P.O. Box 15804, San Antonio, TX 78212

Tel. No: 210-824-7799

Web site: www.thetwocool.com

on where we can go with it."

Bolser says the partners have been careful to do things right up to this point and don't plan on changing now that the product is on the market. "Every case we sell we will take some of the money and put it back into advertising and brand development," she says. "We really think the product sells itself, but we are not going to leave anything to chance."