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# Los Angeles Times

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## 10 Year Established Online Webstore

Hudson, MI (Lenawee County)



The screenshot shows the IceWraps website interface. At the top, there's a navigation bar with 'Home', 'Live Chat', 'Contact Us', 'Privacy', and a phone number 'CALL 1.800.650.9727'. Below that, a shipping banner states 'EVERYDAY FLAT RATE SHIPPING \$5.99' and 'OVERNIGHT AND 2-DAY SHIPPING ALSO AVAILABLE'. A 'CATEGORIES' sidebar lists various body parts like Knee, Shoulder, Back, Neck, Head, Face, Foot & Ankle, Elbow, Wrist & Hand, Leg Calf Thigh, Hip, Arm, Multi-Purpose, Heating Pads, Shop by Brand, and MORE ICE PACKS. The main content area features a large blue banner for 'DELIVERS UP TO 30 MINUTES OF COOL RELIEF BEST SELLING COLPAC CHECK OUT THE 7 SHAPES HERE'. Below this is a 'WHERE DOES IT HURT?' section with icons for Knee, Shoulder, Back, Neck, Head, Face, Wrist / Hand, Hip, Thigh / Hamstring, Calf / Shin, Elbow, and Foot / Ankle. There are also buttons for 'Multi-Purpose Packs', 'Ice Wraps/Packs for Youth', and 'Your Logo on Ice Packs'. A 'Customers Say...' section includes a testimonial and images of products like 'Woopies Kid Comfort', 'Knee Ice Wrap by ColdOne', and 'Adjustable Hot & Cold Wrap by Mueller'.



|               |          |            |          |              |      |
|---------------|----------|------------|----------|--------------|------|
| Asking Price: | \$60,000 | EBITDA:    | N/A      | Real Estate: | N/A  |
| Gross Income: | N/A      | FF&E:      | \$10,000 | Established: | 2004 |
| Cash Flow:    | \$20,000 | Inventory: | \$25,000 | Employees:   | 2    |

Business Description

**Internet's Leading Online Ice Pack Web Stores**

For over 10 years I've owned IceWraps.net and more recently IceWraps.com. Over the past 10 years I've spent just 30 minutes a day, 4-days a week in growing the business to over \$950,000 in sales as recently as last year. This entire time I had other full time employment. As the competitive internet landscape continues to evolve, I no longer have the time to devote to the internet business.

IceWraps primarily sells online (icewraps.com, icewraps.net, eBay & Amazon) to end users and ships from our warehouse facility in Hudson Michigan. Customer service and order fulfillment are accomplished by 2 longstanding & exceptional employees in Hudson.

This sale would include all existing inventory (\$25K+), warehouse equipment (\$10K), all domain names (icewraps.net protect by trademark, icewrap.com & others), a list of 35,000 double opt-in former customer's contact information, 2 fully established, optimized and responsive websites & 40+ established business accounts & contacts.

No need to relocate as buyer could work from home as I have done over the past 10 years. In fact all merchandise and employees are in Michigan--I have lived in CA, NJ, MA & VA while owning the business. An ideal buyer-candidate may have experience in online marketing and/or a background in health-recovery/sports medicine. 100% of day-to-day operations are handled by existing employees.

Over the years we have stocked over 250 different ice packs and ice wraps, covering 20 different brands. Average margins are 40-50%.

The most consistent segment of customers comes as a result of paid advertising (google, ebay, amazon, yahoo, bing etc.). Free visitors/customers (organic SEO) remains the most volatile traffic stream as major search engines (Google, yahoo, MSN) continue to change their algorithms. Up to 10% of business comes from repeat customers.

Total sales in both 2012 & 2013 were at or above 1 million dollars. 2014 will be lower due to a deliberate decision to cut low performing portals combined with changes in internet traffic. For each of the past 10 years I have reinvested all earnings back into the business. The Bottom line is that I am selling IceWraps at a significant value as the buyer will need to bring some time and/or expertise to the business. If I was selling the business just 1 year ago the value would be 10 times what I am asking today.

Detailed Information

- Inventory:** Included in asking price
- Furniture, Fixtures, & Equipment (FF&E):** Included in asking price
- Facilities:** Currently renting office/warehouse space in Hudson MI. Assets include \$25K in inventory, \$10K in hardware (computers, printers, tables, storage bins etc), \$10K in intellectual property (domain names), 35K+ double opt-in former customers & 2 fully operational and unique web stores (icewraps.com-a WordPress/WooCommerce platform and icewraps.net-a Yahoo Stores platform). Buyer will also get any IceWraps branded social media sites that can transfer (twitter, facebook, pinterest, blog, youtube, vimeo) (Home Based)
- Competition:** As a B2C internet webstore(s) the market is the end user suffering & recovering from the aches and pains of sports injuries, aging & other post-op procedures that cold/hot therapy can assist with. Demographics are half men, half women. As a niche site we have always been the largest ice pack niche online reseller. Our longstanding competition includes some of our brands who sell direct. More recently we have begun competing with non-niche retailers like drugstores and the likes of target and walmart.
- Growth & Expansion:** 2 big opportunities: 1. Expand product line to Sports Medicine gear (starting this on icewraps.com--results very promising) (CONS: inventory costs; PROS: higher revenue per order, plugs into existing marketing seamlessly, more total traffic & customers stay longer) 2. Sell Internationally (currently only sell to US and some brands to Canada). (CONS: cost of shipping; PROS: potential customer base significantly larger; icewraps.com can add foreign language module where customers can switch language)
- Support & Training:** Day to day operational management training (if desired) will be provided by existing employees who run all aspects of customer service, inventory management & order fulfillment. I will provide new owner with 25 hours of virtual training to be scheduled in increments that work for both parties.
- Reason for Selling:** Other full time employment; no longer have time required to own webstores
- Home-Based:** This business is **Home-Based**
- Business Website:** <http://www.icewraps.net>

**Listing Statistics** Premium Members only

Watched Listing: 14

Days Active on Site: 20

Appearance: AVERAGE

Listing Views: HIGH

[Learn more about Premium Membership](#)

Ad#: 1136772

Business Listed By:  
Matthew jones

# Los Angeles Times

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