

TECHNOLOGY MEETS THE PACKAGED ICE INDUSTRY

FEBRUARY 2010

“We recommend RouteMan 100% for its simplicity, ease of use and the user friendly support we get from Keet Consulting Services.” says Maplewood Ice.



INSIDE THIS ISSUE:

Maplewood Ice Co, Inc.
 9790 State Route 4
 P. O. Box 62
 Whitehall, NY 12887
 1-800-635-2515

David & Donna Wood
 Owners

SPECIAL POINTS OF INTEREST:

- **Saved 12 Hours a Day in Office Time**
- **Ease of Conversion**
- **Ease of Use**
- **Reduces Product Loss**
- **100% Customer Satisfaction**
- **RouteSafe, Data Backup Service**

Maplewood Ice Company was started in 1972 by the Wood family and has grown into one of the largest independent packaged ice producers in eastern New York state with a daily capacity of 100 tons. The company is now owned by David and Donna Wood, second generation “icemen.”

In late 2007, Maplewood was drowning in paperwork. “During the summer, I was spending 12 hours a day on paperwork,” said Donna Wood, one of the owners of Maplewood Ice. “We were having to hire extra office help during the summer. We had to do something.” Donna saw an ad in *Ice World Journal* for the RouteMan system and was interested. David Wood knew of another company using RouteMan and wanted to check the system out before getting involved. They



David & Donna Wood

contacted Holiday Ice and received a good recommendation. Maplewood had been burned several years earlier by another

route management company and did not want that to happen again. “Several years before, we had purchased a route system from another company.” said Wood. “It was a terrible experience! We got no help from the company, no data conversion, it was very complicated to use, and it was very expensive. We ended up sending it back and losing a lot of money. You can see why we were reluctant to try again, but we had grown so much that we were just too large for paper tickets. We needed to step up to the plate with mechanization.” Maplewood Ice called for an online demonstration of RouteMan and purchased the system soon thereafter.

“RouteMan was an absolute success,” said Donna Wood. “It was totally different from our previous experience. Keet Consulting has been very user focused. We are 100% satisfied with RouteMan!”

“RouteMan did what we wanted it to do. It reduced our paperwork. I had time for other things I needed to be doing. In addition, there were some unexpected benefits,” said Donna. “Our drivers had less of a problem with “sticky fingers” after RouteMan. Our cash sales went up after RouteMan was installed. It was a win-win with the drivers, now they never want to use a paper slip again! Math errors have been

eliminated and drivers are more conscientious about balancing with RouteMan ”

Maplewood upgraded to RouteMan Release 4 at no cost in the spring of 2009. “We really like the ability to email statements and reports with RouteMan Release 4. We also like the ability to export data to Excel spreadsheets,” said Donna.

Maplewood Ice is also a customer for RouteSafe. RouteSafe is the automatic data backup service from Keet Consulting Services. Donna said, “With RouteSafe, data backup is one less thing I have to worry about.”

Donna Wood’s advice to anyone considering RouteMan is, “We recommend RouteMan 100% for its simplicity, ease of use and the user friendly support we get from Keet Consulting Services.”

Maplewood Ice converted to RouteMan in March 2008.

For more information on RouteMan, please contact Keet Consulting at (205) 620-9843, or visit their website at:

www.kcsgis.com

