

FOR IMMEDIATE RELEASE

Contact:

Ben Carlson

Furnace Industries LLC – Producers of DRY ICE™ Tools

Ben@DRYICETools.com

(917) 584-1536

DRY ICE Tools is a Sponsor at the 2014 Smuggs Ice Bash.

DRY ICE Tools are the Perfect Solution to Indoor Training for Ice and Mixed Climbing.

NEW YORK CITY, Wednesday, December 11, 2013 – DRY ICE Tools, indoor ice and mixed climbing training tools for use in climbing facilities worldwide, are proud to announce their sponsorship of the Michigan Ice Festival.

DRY ICE Tools offer a safe way for climbers to train indoors for Ice and Mixed Climbing.

DRY ICE Tools feature a stiff rubber strap attached to a handle fashioned in the likeness of an ice axe. Climbers use them as if they were dry tooling by simply placing the rubber loop of the tool over the in-situ holds of the climbing facility. The degree that a hold is ‘positive’ (as in, how well the strap hooks over the hold) and the specific direction that the hold must be used in order for the strap to engage, accurately imitate the muscular motions and particular idiosyncrasies of ice / mixed climbing. In fact, the specific climbing motion of DRY ICE works far more muscle groups of the body than one expects, increasing the positive results.

The advantages of this design are clear; there are no sharp edges, there is no need for special ice imitating holds, and there is no costly damage to the climbing wall as when real steel picks are used indoors.

We believe that climbers as well as climbing gym owners will choose DRY ICE Tools simply because DRY ICE does not require any special holds in order to use them. They also provide climbing gym facilities an opportunity to offer their members a user-friendly introduction to the ice / mixed climbing world.

DRY ICE Tools are produced by Furnace Industries, LLC, based in the legendary Shawangunk Mountains of Upstate NY. DRY ICE is the brainchild of George Fisher, master carpenter and long time all around rock and ice climber, and Ben Carlson, a rock and ice climbing guide in New York State with over 25 years of climbing experience from the Himalaya to the Sierra.

DRY ICE Tools are Patent Pending.

For More information, or to make a purchase, please visit www.DRYICETools.com.

Furnace Industries LLC

Furnace Industries LLC was officially founded in January 2013. The company –currently a two-man operation that is headquartered in Gardiner, New York— offers indoor ice and mixed climbing training tools available in the USA and the UK to climbers and mountaineers wishing to strengthen their ice climbing technique and improve their mixed climbing skills.