

Website Designs

Icefield Tools – v2
April 18, 2013

Prepared by Ginger Deverell, Red Pear Creative

Process

[Completed] Design phase 1: Exploring the tone, style, composition and imagery for website, per brand characteristics.

[In Progress] Design phase 2: Furthering one concept – developing all five templates, solidifying fonts, colours, imagery, alignment, and content.

Design phase 3: Tweak, polish. Prepare for build. Provide final templates to developer.

Design Direction

- Simplifying the Icefield logo
- Modernizing the colour palette
- Interpreting the brand with clean and sophisticated design

Phase 2 Expectations

- Image selection, cropping and treatments are ready for final feedback, and approval.
- Templates are nearly final, ready for one more round of tweaks and polishing, and approval.

Timeline

- Finalize this week and weekend.
- Sign-off by next Monday (assuming this allows time for check-in with Erik – TBA).
- Build commences next week.
- Delivery on target for May 17.

Homepage



“These tools are easy to use, they generate powerful data, and I know the Icefield team will be in the mud with me if I need them.”

Surveying Gets Easier

Icefield Tools is a nimble team of specialists and global leaders in the field of precision borehole survey technology. We believe in fast and straightforward surveys that produce invaluable data without the equipment getting in the way. Our state-of-the-art technology comes in a simple package, so that you can focus on getting the job done. We love our R&D, and we create tools that last. By using our technology, you gain our ongoing support and our commitment to ensuring you get the results you need.

Get the job done:

- immediate product availability
- simplified set up
- less than 1" diameter — smallest on the market
- inclination accurate to $\pm 0.1^\circ$
- shockproof to 6000g
- field-replaceable AA batteries
- digital results immediately available at the drill site
- repeatable data you can trust
- [24/7 technical support](#)

MI-5 Multishot

magnetic inclinometer

An industry favorite.

- Survey in non-magnetic ground or drill rod, or where magnetic interference is sporadic.
- Pump them, run them on an overshot, or add your own customized sub.

[View product details →](#)

Gyro Shot ®

non-magnetic gyro

The most advanced technology on the market.

- Survey in magnetic ground, from within rods, on wirelines/slicklines, or while rods are being pulled.
- Independent magnetic and non-magnetic gyro azimuths.

[View product details →](#)

24/7 SUPPORT

Phone Support

7 days a week, 24 hours a day
+1 867-335-2531

Email Support

7 days a week, 9am to 5pm PST
dennis@icefieldtools.com

Icefield Tools Corporation
#300 - 116 Galena Road
Whitehorse, Yukon Y1A 2W6
Canada

Products



MI-5

“These tools are made to provide professional quality data output with the best data quality control features on the market. And they stand up to hard use better than similar products in our equipment pool.”

—Roy Rupert, President, BORINFO Inc.

MI-5 Multishot

magnetic inclinometer

An industry favorite.

Time and again, our customers tell us that the MI-5 Multishot is superior to any competing products in their industry. After years of use, it remains their go-to device when they need data they can depend on. When an MI-5 goes out the door, we know we have a happy customer for years to come.

BORINFO Inc., a contract survey service company, purchased an MI-series tool in 1998. They still use this tool on a regular basis in a demanding contract survey environment:

“These tools are made to provide professional quality data output with the best data quality control features on the market. And they stand up to hard use better than similar products in our equipment pool. It is also our experience that when they do need recalibration or replacement parts, Icefield provides faster repair turnaround service than competitive manufacturers.”

—Roy Rupert, President, BORINFO Inc.



- Survey in non-magnetic ground or drill rod, or where magnetic interference is sporadic.
- Pump them, run them on an overshot, or add your own customized sub.

How It Works

Easy-to-Use Features

Technical Specs

Product Documents

MI-5

- Uses data from a miniature triaxial magnetometer and a triaxial accelerometer to determine the instrument's orientation in space.
- Operates in single-shot, multishot, or wireline mode.
 - o Multishot Mode: As many as 7200 data stations can be recorded without any electrical connection to the instrument.
 - o Wireline Mode: A two-conductor cable connects the MI5 to a computer that displays survey results in real-time.
 - o In Any Mode: Choose where and how often you want to stop and take readings.
- Operates in all orientations—pump then, run them on an overshot, or add your own customized sub.
- Diameter only 25.4mm / 1”.
- The first tool to offer omnidirectional, digital through-the-bit borehole surveys in AQ® drill rod. Also good for narrow blasting or geotech holes.
- Provides diagnostic information on the strength and direction of the local magnetic field, confirming whether the azimuth is trustworthy (unlike photographic and mechanical instruments).
- Stores data in non-volatile memory—no chemicals/films, keeping data safe under all conditions.
- Results available immediately upon recovery.
- Digital results eliminate the chance of data entry errors.
- No export restrictions—data files suitable for loading into spreadsheets and popular data-visualization software.
- Operates using the rugged Meazura™ Palm® waterproof to IP67 standards. Firmware field-upgradeable, no-charge software updates.(Ruggedized laptops may also be used.)



24/7 SUPPORT

Phone Support

7 days a week, 24 hours a day
+1 867-335-2531

Email Support

7 days a week, 9am to 5pm PST
dennis@icefieldtools.com

Icefield Tools Corporation

#300 - 116 Galena Road
Whitehorse, Yukon Y1A 2W6
Canada

GYRO SHOT



“These tools are made to provide professional quality data output with the best data quality control features on the market. And they stand up to hard use better than similar products in our equipment pool.”

—Roy Rupert, President, BORINFO Inc.

Gyro Shot

non-magnetic gyro

An industry favorite.

Time and again, our customers tell us that the MI-5 Multishot is superior to any competing products in their industry. After years of use, it remains their go-to device when they need data they can depend on. When an MI-5 goes out the door, we know we have a happy customer for years to come.

BORINFO Inc., a contract survey service company, purchased an MI-series tool in 1998. They still use this tool on a regular basis in a demanding contract survey environment:

“These tools are made to provide professional quality data output with the best data quality control features on the market. And they stand up to hard use better than similar products in our equipment pool. It is also our experience that when they do need recalibration or replacement parts, Icefield provides faster repair turnaround service than competitive manufacturers.”

—Roy Rupert, President, BORINFO Inc.



- Survey in non-magnetic ground or drill rod, or where magnetic interference is sporadic.
- Pump them, run them on an overshot, or add your own customized sub.

How It Works

Easy-to-Use Features

Technical Specs

Product Documents

Gyro Shot

- Uses data from a miniature triaxial magnetometer and a triaxial accelerometer to determine the instrument's orientation in space.
- Operates in single-shot, multishot, or wireline mode.
 - o Multishot Mode: As many as 7200 data stations can be recorded without any electrical connection to the instrument.
 - o Wireline Mode: A two-conductor cable connects the MI5 to a computer that displays survey results in real-time.
 - o In Any Mode: Choose where and how often you want to stop and take readings.
- Operates in all orientations—pump then, run them on an overshot, or add your own customized sub.
- Diameter only 25.4mm / 1”.
- The first tool to offer omnidirectional, digital through-the-bit borehole surveys in AQ® drill rod. Also good for narrow blasting or geotech holes.
- Provides diagnostic information on the strength and direction of the local magnetic field, confirming whether the azimuth is trustworthy (unlike photographic and mechanical instruments).
- Stores data in non-volatile memory—no chemicals/films, keeping data safe under all conditions.
- Results available immediately upon recovery.
- Digital results eliminate the chance of data entry errors.
- No export restrictions—data files suitable for loading into spreadsheets and popular data-visualization software.
- Operates using the rugged Meazura™ Palm® waterproof to IP67 standards. Firmware field-upgradeable, no-charge software updates. (Ruggedized laptops may also be used.)



Industries



“The quality of this technology and Icefield’s fast technical support is what the oil and gas industry has been looking for.”

— AIP Columbia

Oil and Gas

High Temperatures. Deep Holes. Big Money. Immediate Needs.

Oil and gas is an industry of high stakes.

Everything has magnitude, and we excel in that context. We are led by one of the most respected R&D minds in the field—and our latest developments have been inspired by oil and gas needs. The distinct qualities of our tools, plus our exceptional customer service, save time and money on a scale that matters for this industry.

Favorite Features of Our Oil & Gas Customers

- easy to train a team—across languages / education levels
- operates in all orientations—even horizontal and inverted
- no connections to the surface—easy to set up
- low power consumption—22hr run time
- high accuracy and repeatability—less doubt
- solid state technology—no moving parts, greater integrity

Surveying in cased holes or mixed conditions?

Read about the magnetically non-sensitive [Gyro Shot®](#).

Magnetic interference not an issue?

Read about the [MI-5 Multishot](#).



24/7 SUPPORT

Phone Support

7 days a week, 24 hours a day
+1 867-335-2531

Email Support

7 days a week, 9am to 5pm PST
dennis@icefieldtools.com

Icefield Tools Corporation

#300 - 116 Galena Road
Whitehorse, Yukon Y1A 2W6
Canada



“The instrument is easy to use, takes excellent data, and the hardware doesn’t become obsolete as with others providers. Plus, the technical support is better than from any other company we have worked with.”

— Alvaro Resterpo, Operations Manager, MinCivil

Mining

Rugged Terrain. Extreme Conditions.
Diverse Teams. Limited Time.

Mining is about accuracy in unpredictable environments.

For more than a decade, we have been advancing the science of bore-hole surveying for mining. Our customers have taught us the subtle details that make the difference—and we have acted on their recommendations. We’ve learned that when deep in the rock and thick with mud, our tools need to be easy to use, and they need to get the data right.

Favorite Features of Our Mining Customers

- easy to train a team—across languages / education levels
- operates in all orientations—even horizontal and inverted
- no connections to the surface—easy to set up
- low power consumption—22hr run time
- high accuracy and repeatability—less doubt
- solid state technology—no moving parts, greater integrity

Surveying in cased holes or mixed conditions?

Read about the magnetically non-sensitive [Gyro Shot®](#).

Magnetic interference not an issue?

Read about the [MI-5 Multishot](#).



24/7 SUPPORT

Phone Support

7 days a week, 24 hours a day
+1 867-335-2531

Email Support

7 days a week, 9am to 5pm PST
dennis@icefieldtools.com

Icefield Tools Corporation

#300 - 116 Galena Road
Whitehorse, Yukon Y1A 2W6
Canada

Support

We offer 24/7 support
and onsite technical assistance whenever required.

Phone Support

7 days a week, 24 hours a day
+1 867-335-2531

Email Support

7 days a week, 9am to 5pm PST
dennis@icefieldtools.com

Technical Support

Reasons to Get In Touch

- For quick answers about how to use your tool in new conditions.
- For support interpreting unanticipated results.
- For fast turnaround of repairs and replacement parts.
- Purchasing a new product? All customers work with our technical support team to ensure their tool is configured for optimal performance before shipping, and then receive customized, hands-on **onsite training** from a product expert.

Online Resources

[MI5 Overview](#)

[Gyro Shot® Overview](#)

[Software Downloads](#)

[Knowledge Base](#)

[Video Tutorials](#)

24/7 SUPPORT

Phone Support

7 days a week, 24 hours a day
+1 867-335-2531

Email Support

7 days a week, 9am to 5pm PST
dennis@icefieldtools.com

Icefield Tools Corporation

#300 - 116 Galena Road
Whitehorse, Yukon Y1A 2W6
Canada

We offer 24/7 support
and onsite technical assistance whenever required.

Phone Support

7 days a week, 24 hours a day

+1 867-335-2531

Email Support




7 days a week, 9am to 5pm PST

dennis@icefieldtools.com

Knowledge Base



Troubleshooting. Tutorials. Solutions.

For all products:

- What is all this about magnetic field strength and dip? 
- Interpretation of diagnostic parameters. 
- No data found in tool 

For DOS software with a Husky computer:

(current instruments use a Palm Pilot as an interface)

- Cannot find Xnnnnnnn.SEQ file 
- No data for depth xxx 

If you don't see your question or situation here, please contact our 24/7 technical support.

24/7 SUPPORT

Phone Support

7 days a week, 24 hours a day

+1 867-335-2531

Email Support

7 days a week, 9am to 5pm PST

dennis@icefieldtools.com

Icefield Tools Corporation

#300 - 116 Galena Road

Whitehorse, Yukon Y1A 2W6

Canada

About



Our Story

It was the early 1990s, when glaciological researcher Erik Blake was drilling through ice in pursuit of his PhD. For his research to succeed, he needed to pinpoint the locations from where he drew samples—but as a struggling student, he couldn't afford the tools to do the job. Having always had a pioneering spirit, he began developing the needed instrumentation himself.

His tool was so accurate and reliable that it sparked immediate demand from other academics—and then others, and then others—until Erik was inadvertently running a business and seeing the potential for other applications. By the early 2000s, he had rallied a team, and was creating technology for the mining industry under the name “Icefield Tools.” As a group, they were leading a new standard of sophistication in borehole survey technology, and since then, neither the company nor the industry have looked back.

Erik continues to push the boundaries of science to create tools that are forever more versatile and accurate. Still at the company's helm, he hires people who bring the same passion, innovation and purpose to their work, and who like him, are as dedicated to creating great tools as they are to supporting their customers in reaping all the benefits in the field.

24/7 SUPPORT

Phone Support

7 days a week, 24 hours a day
+1 867-335-2531

Email Support

7 days a week, 9am to 5pm PST
dennis@icefieldtools.com

Icefield Tools Corporation

#300 - 116 Galena Road
Whitehorse, Yukon Y1A 2W6
Canada



Our Distributors

Interested in becoming a distributor?

With our sole focus on selling this product line and technology, Icefield Tools is committed to your success and will help you find a formula that brings results.

We provide all our distributors with the following support:

- a full spectrum of sales tools (brochures, PowerPoint presentations, etc.)
- one-on-one sales training and advising (at the outset and on demand)
- onsite training with your customers at your facility
- in-country customer visits

Contact us for information:

Company (required)

Your Name (required)

Your Email (required)

What kind of products do you supply?

Do you have business experience with overseas suppliers?

How many employees do you have?

Who are your customers?

- drilling companies
- mining companies
- oil and gas companies
- contract surveyors
- geotechnical

Do you currently represent a line of borehole systems?

If so, which make?

What anticipated annual sales volume for Icefield Tools product will you/ do you do?

Why are you interested in supplying Icefield Tools products?

SUBMIT

Contact



“Our job got a lot easier with Icefield Tools.”

Contact Us

Icefield Tools Corporation has offices in Whitehorse, Yukon, and Vancouver, British Columbia. Our primary manufacturing centre is in Whitehorse, with sales, training, and technical support in Vancouver.

Distributors

- For information on our distributors, please call +1 867-335-2531
- [Interested in becoming a distributor?](#)

Whitehorse, Yukon

Icefield Tools Corporation
#300 - 116 Galena Road
Whitehorse, Yukon Y1A 2W6
Canada
Toll Free: 877-ICEFIELD (877-423-3435)
Tel.: +1 (867) 633-4264
Fax.: +1 (867) 633-4217 or toll free: +1 (877) 719-8705
e-mail: info@icefieldtools.com

Vancouver, British Columbia

Icefield Tools Corporation
237 St Georges Avenue
North Vancouver, British Columbia, V7L 4T4
Canada
Tel: +1 (604) 987-1015
Toll free fax: +1 (877) 719-8705
e-mail: vancouver@icefieldtools.com

24/7 SUPPORT

Phone Support

7 days a week, 24 hours a day
+1 867-335-2531

Email Support

7 days a week, 9am to 5pm PST
dennis@icefieldtools.com

Icefield Tools Corporation

#300 - 116 Galena Road
Whitehorse, Yukon Y1A 2W6
Canada

Font Specs

We offer 24/7 support
and onsite technical assistance whenever required.

Phone Support

7 days a week, 24 hours a day
+1 867-335-2531

Email Support

7 days a week, 9am to 5pm PST
dennis@icefieldtools.com

H1 – Arial Regular 21 pt

H2 – Arial Regular 18 pt

H3 – Arial Bold 14 pt

Body – Arial regular 12 pt

In-text links – burgundy

24/7 SUPPORT

Phone Support

7 days a week, 24 hours a day
+1 867-335-2531

Email Support

7 days a week, 9am to 5pm PST
dennis@icefieldtools.com

Icefield Tools Corporation

#300 - 116 Galena Road
Whitehorse, Yukon Y1A 2W6
Canada