

A person wearing a dark cap and sandals is lying in a grey and white patterned hammock. The hammock is strung between two trees. In the background, there is a calm lake, green hills, and mountains under a cloudy sky. Pine branches are visible in the foreground, framing the scene. A red cooler with a white lid sits on the ground near the hammock.

ROVR

EST.



2016


P R O D U C T S



ROLLR

**THE GO-ANYWHERE GOOD-TIME-MAKER
THAT'S BUILT TO LAST.**

RollR isn't just a cooler. It's an all-terrain attacking gear-hauling beast of burden that can go anywhere you can. Roto-molded for durability and best in class ice retention, with accessories that allow you to customize it for any outing, from the trail to a tailgate. All in a single, bear-proof package. Sorry bears.



WAGON BIN

PUT GEAR IN. TAKE LOAD OFF.

There's probably someone who loves taking three separate trips to haul gear from the car to the campsite. We just haven't met them yet. That's why we include the Wagon Bin. A collapsible storage box perfect for hauling sleeping bags, dry goods, and all kinds of 'etc.' Quick release velcro attachments let you add or remove the bin fully loaded. If you're not using it, it makes a comfy seat. Your RollR 60 can get even snazzier with the Phil Lewis Artist Series bins. Ooh nice.



HIGH PERFORMANCE WHEELS

IF YOU CAN CONQUER IT, SO CAN THESE WHEELS.

Not all wheels are created equal. Some are created as 9-inch all-terrain tires and mounted on five spoke aluminum hubs. Those are the ones we use. Our air ride tires glide over sand, grass, and dirt without shaking up your beers. Capable of handling high speed and extreme impact, these wheels let RollR keep up with you, or your bike.

A top-down view of a white cooler. The main compartment is filled with crushed ice and several beer cans. Visible brands include Sierra Nevada, Upslope Brewing Company (T Lager), and Trojans & Tani. A grey multi-compartment bin is on the right, containing a loaf of bread and a green bell pepper. A small container of fruit (strawberries and grapes) is in the bottom left corner.

EPIC ICE RETENTION

KEEP IT COOL

RollR's roto-molded body delivers best in class ice retention. And, our coolers feature the one-of-a-kind deep freeze dry bin. This nifty multi-compartment bin stays submerged in ice water to keep your drinks, meat, and fresh ice separate, cold and, you guessed it, dry. It can even hold a corked bottle upright.



ACCESSORIES

MAKE IT YOUR OWN

Deck out your RollR with all sorts of adventure enhancing goodies. 6 AnchR points let you attach a number of nifty add-ons, all without restricting ability to open and close the lid. Choose cupholders, cutting boards, stash bags, a fishing rod or umbrella holder, bottle opener, and any anything else you want to attach – you accessorizer, you.



PREPPING BOARD



BOTTLE OPENER



DUAL CUP HOLDER



STASH BAG



UMBRELLA/ ROD HOLDER



BIKR KIT

BECAUSE BIKING BEATS LUGGING

Behold! This magical tow arm connects your RollR to your bike, and that means two things. One, your bike party just got more awesome. And two, you now don't have to rely on four wheels to haul your stuff back and forth from the park, market or outdoor throw down. It's lightweight, easy to use, and installs in minutes.

ROLLR

FULL FEATURED COOLERS THAT'LL MAKE YOU KING* OF THE CAMPSITE, BEACH, OR TAILGATE.

*CROWN NOT INCLUDED



ROLLR 45



ROLLR 60



ROLLR 80

- Huge 80, 60, and 45 quart capacities specifically designed for food and drinks.
- Roto-molded and featuring a custom refrigerator-style gasket for best in class ice retention.
- One-of-a-kind deep freeze dry bin. An internal compartment that keeps items dry and food at safe temps for multi-day trips.
- Fast flow drain plug.
- 9-inch, puncture resistant, high-performance wheels with optimum clearance and weight distribution. It's the monster truck of coolers.
- Dual-grip aluminum T-Handle for easy leverage and comfortable pulling.
- 6 AnchR Points to customize your RollR with prepping boards, cup holders, umbrella/rod holder, stash bag, bottle opener and more.
- Pop-up wagon bin to store and tow chairs, blankets, tents and more to your destination.
- Bike towing made easy with the simple BikR accessory kit.
- Lockable and bear resistant.

ROLLR 60 & 80 AVAILABLE IN DESERT, MOSS, POWDER.

ROLLR 45 AVAILABLE IN DESERT, MOSS, NARWHAL.

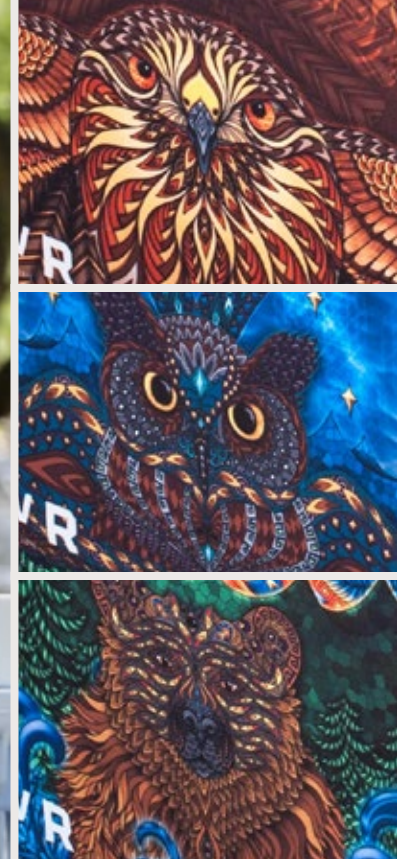




ARTIST SERIES BINS

YOUR COOLER JUST GOT COOLER. COOL.

We've collaborated with Boulder, Colorado artist Phil Lewis to create a line of accessories that pair Phil's artwork, inspired by the great outdoors, perfectly with your journey.



ARTIST SERIES LANTERNS

SCORCH YOUR MARSHMALLOWS. NOT YOUR RETINAS.

There are tons of camping traditions, but squinting shouldn't be one of them. Unlike traditional blinding lanterns, our Phil Lewis Artist Series Camping Lanterns are designed to be dim, emitting over 8 hours of ambient light so you can see the sights, or find your drink, with both eyes open.



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CUSTOMERSERVICE@ROVRPRODUCTS.COM