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**FOR IMMEDIATE RELEASE**

### **Igloo Updates Popular MaxCold® Soft Side Collection**

KATY, TX, (March 11, 2014)— Igloo Product Corp., the number one cooler manufacturer worldwide, has updated its longtime favorite MaxCold® soft sides collection for 2014.



MaxCold soft sides were first introduced more than ten years ago and have been a retail staple ever since. The collection is known for its superior materials, extra insulation and signature ice blue/black colorway.

The 2014 MaxCold collection consists of eight classic Igloo soft sides—Hard Liner Cooler (HLC) 12, HLC 24, Hardtop Gripper 22, Gripper 16, Maxpack, Duffel, Cool Fusion 36 Roller and Cool Fusion 40 Roller—with 25 percent more insulation, upgraded materials and extra features. The updated features include crushproof EVA compartments for separate dry storage, pass-through back pockets for telescoping handles, and a new design aesthetic with hints of performance materials.

According to Igloo product manager Melissa Poole, the 2014 MaxCold collection is focused on quality construction. "MaxCold soft sides have remained popular for so many years because they are built with durability and ice retention in mind," said Poole. "As resources and fabrics continue to evolve and design aesthetics change, so will the MaxCold collection."

The entire 2014 MaxCold collection, except the MaxCold Duffel, will be available at retail in the third quarter of 2014 with MSRP's ranging from \$21.99 to \$39.99. The MaxCold Duffel will be available at retail in early 2015.

For further information about Igloo MaxCold collection or about any other Igloo product, contact Katie Davis at [kdavis@igloocorp.com](mailto:kdavis@igloocorp.com).

### **About Igloo**

Founded in 1947, Texas-based Igloo Products Corp. is today an international designer, manufacturer and marketer of outdoor products that make the outdoor experience more accessible and fun. So whether it's on the water, near the water, on the trail, on the hunt, in the mountains or just around the house for family fun, Igloo goes where you go and makes the experience better. For more information on Igloo, visit the company's website at [www.igloocoolers.com](http://www.igloocoolers.com).

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### **MaxCold Maxpack**

- MaxCold insulation - 25% more foam - stays colder longer
- Insulated crush proof top zipper compartment
- Expandable front drop pocket with mesh detail
- Exterior side mesh pockets
- Adjustable, padded air mesh shoulder straps
- Leak-resistant, antimicrobial liner
- MSRP - \$29.99



### **MaxCold Cool Fusion 36 Roller**

- MaxCold insulation - 25% more foam - stays colder longer
- Locking telescoping handle
- Extra wide wheel base and rubberized soft ride sport wheels
- Easy to clean hard plastic liner adds structure, strength and durability
- Multiple storage pockets in a variety of sizes for optimal storage organization
- Leak-resistant, antimicrobial liner
- MSRP - \$39.99



### **MaxCold Hard Liner Cooler (HLC) 12 & 24**

- MaxCold insulation - 25% more foam - stays colder longer
- Removable hard liner that is easy to clean and fits Igloo MaxCold Ice Blocks
- Quick hatch lid and front zipper pocket
- Extra long, adjustable shoulder strap
- Pass-through back pocket for telescoping handle
- 12 and 24 can capacity
- Leak-resistant, antimicrobial liner
- MSRP - \$24.99; \$29.99



### **MaxCold Duffel**

- MaxCold insulation - 25% more foam - stays colder longer
- Insulated crush proof top zipper compartment for separate dry storage
- Ergonomic, rubberized comfort grip handle
- Extra long, adjustable shoulder strap
- Pass-through back pocket for telescoping handle
- Zippered side pockets for dry storage
- Leak-resistant, antimicrobial liner
- MSRP - \$29.99



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### **MaxCold Hardtop Gripper 22**

- MaxCold insulation - 25% more foam - stays colder longer
- Protective molded tent top compartment for separate dry storage
- Ergonomic, rubberized comfort grip handle
- Extra long, padded adjustable shoulder strap
- Pass-through back pocket for telescoping handle
- Leak-resistant, antimicrobial liner
- MSRP - \$21.99