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**FOR IMMEDIATE RELEASE**

### **Igloo Launches A New Built-in Value Hard Side Line, The Quantum™ Series**

KATY, TX, (March 12, 2014)— Igloo Product Corp., the number one cooler manufacturer worldwide, has launched the Quantum™ series—a new line of hard side coolers with an edgy, updated design and more built-in value features than traditional coolers.



The series currently consists of three products—the Quantum 12-quart, Quantum 28-quart Roller and the Quantum 52-quart Roller—and showcases a modern new design with honeycomb-textured inserts, vibrant color combinations and bold molded-in graphics.

Easily identifiable by their bright blue liner, the series incorporates many innovative, functional features like Cool Riser Technology to keep the cooler base off of hot surfaces, integrated pouring channels in the liner, lockable lids, and self-draining cup holders.

Each of the three coolers in the series have additional product specific features like locking, telescoping handles with gear hangers; dry storage compartments; molded-in side handles; fully insulated lids; recessed, triple-snap drain plugs and built-in, internal shelf-ledges.

According to Igloo hard sides product manager Lisa Silva, it's the seemingly small updates that are the most innovative. "Igloo has been making wheeled coolers for more than 20 years, and we have seen to it that they are constantly evolving. What makes the Quantum so unique is the integration of many innovative user conveniences into the cooler design," said Silva. "The locking, telescoping handle is improved by adding gear hangers—indentations on the top of the handle designed to hold extra bags, purses or other hanging items—and the internal shelf-ledge at the wheel well transforms a once sloped and unusable space into a perfect area for storing items like condiments or a favorite drink for easy access."

The Quantum 12-quart and Quantum 52-quart Roller are currently available at retail with MSRP's of \$19.99 and \$39.99 respectively. The Quantum 28-quart Roller will be available at retail in June with an MSRP of \$29.99.

For further information about Igloo Quantum series 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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### **Quantum 12**

- Perfect size lunch cooler
- Convenient and unique dry storage compartment in lid – use for keys, cell phone, other
- Two self-draining cup holders in lid
- Integrated pouring channels in liner allow for easy purging of melted ice
- Cool Riser Technology™ - Elevated base improves cooling performance
- Lockable lid – molded locking tabs on lid & liner
- Ergonomic curved backside – more comfortable to carry
- Vertical profile fits tall bottles and longnecks
- MSRP - \$19.99



### **Quantum 28 Roller**

- Updated design with textured inserts and bold molded-in logo and graphics
- Locking telescoping handle equipped with gear hangers (hang gear, purse, shopping bag, etc.)
- Wheeled for easy transport and locking telescoping handle enables cooler to be pushed or pulled
- Cool Riser Technology™ - Elevated cooler design improves cooling performance
- Integrated pouring channels in liner allow for easy purging of melted ice
- Lockable lid – molded locking tabs on lid & liner
- Locking tabs on lid also allow for extra gear to be tied to the top of the cooler for easy transport
- Molded-in side handles for easy loading in/out of vehicle
- 4 Self-draining cup holders molded into lid
- MSRP - \$29.99



### **Quantum 52 Roller**

- Edgy new design with wheeled convenience
- Fully insulated body and lid keeps ice up to 5-days\*
- Locking telescoping handle equipped with gear hangers (hang gear, purse, shopping bag, etc.)
- Wheeled for easy transport and locking telescoping handle enables cooler to be pushed or pulled
- Internal shelf-ledge at wheel well helps make sloped space inside cooler more useable for setting drinks or storing condiments
- Cool Riser Technology™ - Elevated cooler design improves cooling performance
- Integrated tie-down loops allow extra gear to be tied to the top of the cooler or locked for security
- Triple-snap, leak-resistant drain plug allows easy draining of melted ice
- Molded-in side handles for easy loading in/out of vehicle
- 4 Self-draining cup holders molded into lid
- MSRP – \$39.99

\*Under controlled test conditions. Results may vary.