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FOR IMMEDIATE RELEASE

Igloo Introduces Market, a New Line of Insulated Grocery Totes

KATY, Texas, (March 14, 2014) - Igloo Products Corp., the number one cooler manufacturer worldwide, has introduced a new line of insulated grocery totes. The Igloo Market line features reusable, thermal insulated totes designed for trips to the grocery store or farmer's market for the environmentally conscious consumer.



The Igloo Market line consists of three products—the 56 Can Thermal Tote, the 56 Can Thermal Bag, and the 30 Can Grocery Tote—made partially of Recycled Polyethylene Terephthalate (RPET) in various colors and patterns. Polyethylene Terephthalate (PET) is a very common plastic used in a number of consumer products, most notably the plastic bottle. PET is the most widely recycled plastic in the world, and can be reprocessed into a variety of products, including fabric.

According to Igloo soft-sides product manager Melissa Poole, consumers are searching for better alternatives to disposable plastic, and even paper, bags. “More than 100 communities in the United States have banned or discouraged the use of plastic bags, including Los Angeles, San Francisco, Austin, Washington, D.C and New York City. The use of plastic bags has also

been banned or taxed in Italy, China, India, France and many other countries around the world,” said Poole. “We have always promoted the use of our soft-sided products as a ‘green’ alternative to plastic grocery bags, but with the new Igloo Market line we wanted to make products specifically designed for grocery shopping,” continued Poole.

Igloo Market is different from Igloo’s everyday use Trend items. “Igloo Market products are items that consumers will be using a couple times a week at most, not every day, so they are meant to last beyond just one year. Instead of using patterns and colors that are trending specifically for one year, we looked to interior design for organic pattern inspiration and included gender-neutral solids. We wanted patterns and colors that the consumer will want to carry from year to year,” Poole explained.

The Igloo Market 56 Can Thermal Tote, 56 Can Thermal Bag and 30 Can Grocery Tote are currently available in solid olive, graphite and navy, or patterns fuchsia/orange blossoms, teal/yellow stripes and blue organic dots.

The 56 Can Thermal Tote and 56 Can Thermal Bags feature reflective thermal liners to transport frozen, chilled or hot food; easy-to-clean, leak-resistant, antimicrobial liners; a front zippered pocket and collapsible material for convenient storage. They are partially made from recycled plastic.

The gusseted 30 Can Grocery Tote’s outer fabric is made entirely of recycled plastic and is decorated with a screen printed Igloo logo with the quote “Keep your food cold, keep your life green.”

The Igloo Market line is currently available at retail with MSRP’s ranging from \$6.99 to \$16.99. Updated patterns will be available in early 2015.

For further information about the Igloo Market line or about any other Igloo product, contact Katie Davis at 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.

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2015 Igloo Market Line
56 Can Thermal Bag

Fancy Fruit (Apple, Lemon, Pear)

Happy Days (Birds, Floral, Raindrops)



2015 Igloo Market Line
56 Can Thermal Tote

Fancy Fruit (Pear, Lemon, Apple)

Happy Days (Raindrops, Floral, Birds)

2015 Igloo Market Line
30 Can Grocery Tote

Fancy Fruit (Apple, Lemon, Pear)

Happy Days (Birds, Floral, Raindrops)

