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Igloo Coolers Launches Daytripper Collection for Parties On-the-Go

KATY, Texas – March 1, 2016 - Igloo Products Corp. ("Igloo"), the industry leader in cooler manufacturing, is pleased to announce the launch of the Daytripper Collection for 2017. Stylish and versatile each insulated, multi-function cooler bag comes equipped with activity-tailored pack-in sets to create the definitive party-on-the-go carryall.

"The Daytripper was designed with the urban adventurer in mind, but everyone loves it. It enhances so many different experiences through the same thoughtful features," said Igloo Softgoods Product Designer Samantha Mongan.



"Whether picnicking in the neighborhood park, heading up to the high-rise rooftop for BYOB happy hour, or taking a road trip to an outdoor music festival; an insulated carryall is a must. Having a quality pack that not only holds everything in one place, but looks put together at the same time, is what the Daytripper is all about."

The 2017 Daytripper Collection consists of two unique silhouettes—the Picnic Tote and the Backpack. Constructed in tactile, coated woven polyester—a textured, water-resistant fabric—DayTrippers are durable and lightweight with clean lines and slim profiles. The Collection features thick foam insulation, custom pack-in sets, and multiple compartments and pockets to organize contents and maximize space.

Key performance features include:

- Removable bottle divider creates compartments to securely separate contents.
- Pockets on the sides of the bag provide easy access and safe storage to everyday essentials like phone, keys, wallet and more.
- Divided utensil pockets help organize pack-in accessories like cheese knives, fork, corkscrew and cutting board.
- A bottle opener is conveniently located the strap for opening drinks on the go.
- Leak-resistant, anti-microbial reflective PET/EVA Heat Resistant Liner.
- 10mm PE foam insulation with radiant barrier keeps contents cool longer.

The versatile Daytripper Tote can be carried over the shoulder or crossbody, with the addition of an adjustable, padded strap. The bottom storage compartment conceals a mini picnic table and the adjustable blanket straps allow for flexibility when carrying rolled-up blankets, towels, beach or yoga mats. The large back, slip pocket can be used for additional storage or unzipped to create a pass-through for telescoping handles. Specs: 16.25" tall, 13.75" wide, 7.25" deep (measured at widest points). MSRP: \$99.99

The portable Daytripper Backpack features a bottom, food compartment that is always easily accessible, even when being carried. The backpack straps and adjustable sternum strap provide a comfortable carrying experience to any location and the daisy chain webbing straps can be used to attach clips, carabineers or U-shaped bicycle locks. Specs: 20" tall, 11" wide, 7" deep (measured at widest points). MSRP: \$79.99

About Igloo Products Corp.

Texas-based Igloo Products Corp. is an international designer, manufacturer and marketer of coolers, drink containers and supporting accessories. For 69 years, the Igloo brand has been synonymous with quality, durability and innovation since originating the cooler category in 1947 and remains the number one cooler brand worldwide today. Offering more than 500 different products, Igloo products are sold by more than 110 thousand retail storefronts around the world. For more information, visit www.igloocoolers.com.