



FOR IMMEDIATE RELEASE

IGLOO INVENTS AND UNVEILS RECOOL

The World's First Eco-Sensitive Cooler, Made From 100% Biodegradable Materials

April 23, 2019 (Katy, TX) – Today, Igloo announces “RECOOL,” the world’s first eco-sensitive cooler, made from 100% biodegradable materials. “RECOOL” was created to provide customers with an economical and environmentally conscious alternative to single-use foam coolers.



“RECOOL” is patent pending, comprised of 100% biodegradable materials, and is made in the USA from molded pulp. “RECOOL” is a 16-quart cooler, large enough to fit food, drinks and ice for a day out for four people. The cooler will retain ice for up to 12 hours and can hold water without leaking for up to 5 days. “RECOOL” is also strong enough to



hold up to 75lbs, won't chip or break when bumped or dropped like commonly happens with foam coolers, and no annoying squeaking noises, ever.



Surf Legend and Environmentalist, Rob Machado Backs "RECOOL"

While thousands of progressive municipalities have already banned the sale of foam coolers, "RECOOL" is legal in every city, county, state and country.

The suggested retail price of "RECOOL" is \$9.99 and will be available in REI stores nation-wide May 1, 2019 and thousands of other retail locations in Summer 2019.

For more information on Igloo and its product offerings, please visit igloocoolers.com/RECOOL and #igloorecool.

**About Igloo:**

Born from a modest metalworking shop back in 1947, Igloo has been instrumental in redefining how we live, work and play. What began with bringing clean water to the worksite quickly moved into super-functional, best in class ice chests. Igloo products made the family outdoor recreation movement of the 20th century possible. Suddenly, taking your kids camping on the weekend became easy and cross-country road trips became a summer vacation staple.

As we approach our next century, Igloo is 1500 employees strong. We are proud to call —a 1.8 million square-foot, three-building facility in—Katy, Texas home. With more than 500 products sold at thousands of retailers around the globe, we can confidently call ourselves the number one cooler manufacturer in the world.

And through it all we haven't lost sight of our original goal—to create products that enable the pursuit of happiness (however you define it). That's why we're still working hard every day to innovate, create, and make it easier for you to get out, work hard and play even harder.

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