



## Igloo Brings Daytripper Cooler Bags To Chicago

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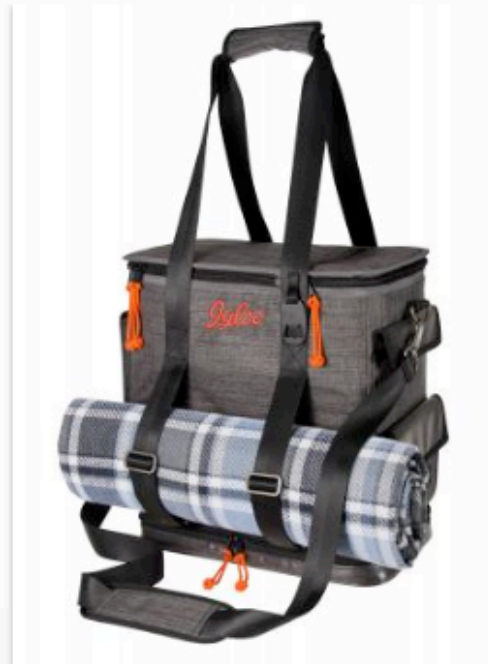
Igloo Products Corp. is launching the Daytripper Collection at the International Home + [Housewares](#) Show. Each insulated, multi-function cooler bag comes equipped with activity-tailored pack-in sets.

"The Daytripper was designed with the urban adventurer in mind," said Igloo soft goods 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 silhouettes, the picnic tote and the backpack. Constructed in 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.

Igloo's Daytripper tote (MSRP \$99.99) 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.

The portable Daytripper backpack (MSRP \$79.99) features a bottom food compartment that is designed to be easily accessible, even when being carried. The backpack features daisy chain webbing straps that can be used to attach clips, carabineers or U-shaped bicycle locks.



Igloo Daytripper Tote