

Igloo Marine Backpack Cooler

Item # 9624

CASE STUDY

Verticle Market: Sports & Entertainment

Product Use: Gift with Enrollment

Promotion:

An ocean excursion company chose the Igloo® Marine Backpack Cooler as a gift with enrollment for customers participating in their Elite Diving Course. The customers used the large capacity backpack cooler to pack daily lunches and snacks throughout their training. In addition to the backpack's sporty appeal, it also features 25% more insulation than standard Igloo products as well as RadBar™ UV protective foil that filters damaging UV rays. This product provided the durability and practicality needed for long days out on the water.



Materials:
Tarpaulin

Dimensions:
12L 17.5H 7.5W

Minimum Qty: 6