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## Leak-Proof Welded Cooler™ Bag from BUILT® NY Keeps Ice for Days

– Receives *GOOD DESIGN Award* –

New York City, January 18, 2018 – Built® NY introduces its **Welded Cooler™ Bag**, a portable, soft cooler designed to keep ice for days. This leak-proof, insulated bag is easy to load, unload and clean, and is ideal for picnics, tailgates, barbecues, camping, boating, road trips and more. The Welded Cooler™ Bag was recently awarded a GOOD DESIGN Award from The Chicago Athenaeum: Museum of Architecture and Design.

Crafted from a heavy-duty, tough shell fabric similar to white water rafts (high-strength 1000 denier polyester and double TPU coating), this sturdy, large-capacity bag is highly resistant to puncture and abrasion. Welded seams help give the bag a leak-proof construction. Pack it with up to 18 cans of your favorite beverage plus 10 pounds of ice, or 32 cans and ice, or up to 30 pounds of ice alone.

The wide mouth, roll-top, zippered opening allows for easy loading and unloading, convenient access to contents, and quick clean up. With a padded, adjustable shoulder strap and reinforced side handles to assist with transport, this cooler is comfortable to carry wherever life takes you. The bag has multiple tie-down points and a built-in bottle opener, was tested for lead safety and phthalates, and is BPA-free.

The Built Welded Cooler Bag measures 24-1/4 x 10-1/2 x 14-1/2 inches, takes up less room than a hard-sided cooler of similar size, and is easy to store when not in use. \$179.99

For more information about Built® products, please visit: <http://www.builtny.com/>.

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