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Leak-Proof Welded Cooler™ Bag from Built® NY Keeps Ice for Days – *New Styles Added for 2018* –

Chicago, March 2018 – Built NY introduces **new colors and patterns** for its **Welded Cooler™ Large Bag**. Currently available in Olive, new colors for 2018 include Arctic Ice, Teal Palms, and Pewter.

Designed to keep ice for days, this portable, leak-proof, insulated soft cooler is easy to load, unload, and clean, and is ideal for tailgates, barbecues, camping, boating, road trips and more.

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. 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 cooler has a built-in bottle opener, was tested for lead safety and phthalates, and is BPA-free. The Welded Cooler™ Large Bag was awarded a GOOD DESIGN Award from The Chicago Athenaeum: Museum of Architecture and Design. \$179.99

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



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