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## THE BIG FRIG™ 45QT BADLANDS COOLER IS READY FOR FUN

### The Feature-Packed, Rotomolded Ice Chest Is the Perfect Size for Spring and Summer Adventures

**North Sioux City, SD** – If you're in the market for a premium cooler designed for your active lifestyle, the Big Frig™ 45qt Badlands Cooler can't be beat. Its class-leading features are engineered for the most extreme conditions that you would ever put a cooler through. It fits right in with the Big Frig philosophy of being the leader in quality.

"When we set out to make the perfect mid-sized cooler, we listened to what our customers were asking for," said Brock Hutchinson, Big Frig founder. "We knew we wanted a cooler that could handle the most rugged excursions, because people have adventurous spirits and the road less traveled is way more fun than the alternative. We then looked at how we could incorporate extremely functional features that when compared to others, would make it the clear choice. The result is the 45qt Badlands – the best mid-sized cooler available today."

The 45-quart Badlands Cooler is made from one piece, rotomolded polyethylene construction. It has the impact resistance and long-term durability you'd expect in a premium cooler. It features eco-friendly LLDPE material, that is food-grade, non-toxic, and UV resistant so it won't fade from hot, cold extremes. It is also highly corrosion resistant to withstand most harsh conditions, because you never know where your adventure will take you.

The Badlands Cooler is insulated with dense polyurethane foam for superior cold retention, with ice lasting for over seven days during rigorous testing. Tie-down points and padlock loops are molded into the body for durability, and stainless steel lock plates double as bottle openers. The hinge is full length and self-stopping so it cannot hyper extend. This means it won't break like some coolers. The latches are made from metal and rubber for a solid, secure seal. Like all Big Frig Coolers, that seal is made even stronger with a thick, freezer-grade gasket. A pressure-release valve makes opening the Badlands Cooler easier, because who wants to wrestle with a cooler when all you want to do is relax with a tasty beverage?

The Big Frig 45qt Badlands Cooler is available in your choice of white, sand, desert camo and red/white colors. It has nylon carry handles with molded grips, making it easy to load into the truck, or carry across the beach. The lid has a non-slip grip pattern, making it easier to step on the cooler for a boost, or to use as a casting deck for fishing. There is even a fish ruler molded in for convenience, making it perfect for taking the family out on the water.

#### *About Big Frig*

Owner Brock Hutchinson founded Big Frig because he wanted to offer superior quality products that could withstand the extreme conditions of the Midwest. He set out to design products that would perform as well as (if not better than) anything else available with features that many people were looking for. Since then, the company has built Big Frig based on relationships and providing the best product and best customer service.

At Big Frig we believe in treating our customers like family and that family comes first. We believe in answering the phone and going the extra mile. We believe that people deserve a quality product for their money and a business that will stand behind it. Our clients deserve nothing less and we won't settle for anything less. Because it's not just a tumbler or a cooler, it's a reflection of our way of life, your way of life. To learn more about Big Frig's full line of premium coolers and tumblers built to fit your lifestyle, visit [bigfrig.com](http://bigfrig.com).

