

BIG FRIG® LAUNCHES BADLANDS COOLERS BUILT FOR EXTREME USE

New Line of Value-Packed, Rotomolded Coolers Designed for Your Most Rugged Adventures

North Sioux City, SD – Big Frig®, makers of high-performance rotomolded coolers built for the most rugged lifestyles, is proud to introduce its newest line of ice chests that take performance and value to the next level — the new Big Frig Badlands Series. Built to handle the most extreme environments, adventures and lifestyles, the new Badlands Coolers can handle everything you can dish out and more. The Badlands namesake is a forbidding place where only the strongest can survive. These coolers were designed to be the strongest available, built for just such lands.

“Many coolers claim to be the toughest,” said Brock Hutchinson, Big Frig Founder. “Some coolers claim to have the most value for the money. We started Big Frig as a way to bring the best product to the market. Now with the new Badlands Coolers, we can lay claim as one of the toughest, most value-packed coolers available. This new design is the product of years of customer feedback, innovation and testing. We’re extremely proud of the final result.”

The new Big Frig Badlands Coolers are available in 10-, 20-, 45- and 75-quart sizes. There is also a 70-quart wheeled version. Each base is made from one piece, rotomolded polyethylene construction, providing the impact resistance, long-term durability and superior ice retention you’d expect from a Big Frig premium cooler. Eco-friendly LLDPE material means the coolers are both food-grade and non-toxic. Plus, the coolers are UV resistant so they won’t fade, and are hot, cold and corrosion resistant.

Tie-down points and padlock loops are molded into the body for solid mounting and durability, with stainless steel lock plates that double as and bottle openers. The hinge is full length, self-stopping and cannot hyper extend, meaning it won’t break like some coolers. The latches are made from metal for a solid seal, and sit flush to the cooler for seamless transporting. Like all Big Frig Coolers, the seal is made even stronger with a freezer-grade gasket. A vacuum-release valve makes opening the cooler a breeze, while a ruggedized drain plug resists cracking and makes emptying the cooler quick and easy.

Big Frig Badlands Coolers are available in white, sand, desert camo and red/white colors. The 10- and 20-quart models have an aluminum carry handle. The larger coolers have nylon carry handles with molded grips. The lids all have a non-slip grip pattern and a fish ruler molded in for convenience. Non-slip feet keep the cooler in place and from sliding around your truck bed during transport. A convenient cutting board that doubles as a compartment separator plus a basket are both included with every Badlands Series cooler (excluding 10 qt), further adding to the value you’re receiving with a Big Frig cooler.

About Big Frig

Big Frig was founded to fill the need for a first-rate, affordable vacuum-sealed tumbler and rotomolded cooler. Others in the market were very proud of their prices and didn’t have the quality or features that many people – people who actually use coolers on a daily basis – were looking for. Big Frig set out to design products that would perform as well as (if not better than) the big names in the market without the price tag. 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 to get a quality product for their money and a company that will stand behind it. Our products are designed and tested to stand up in the toughest conditions of the Midwest and provide high performance in every environment imaginable. To learn more about Big Frig’s full line of premium coolers and tumblers built to fit your lifestyle, visit bigfrig.com.

