



RR45

OWNER'S MANUAL

IT'S A RUGGED ROAD. #PACKLIGHT



RUGGED ROAD

ULTRALIGHT HIGH PERFORMANCE COOLERS



A HIGH PERFORMANCE COOLER WITHOUT THE WEIGHT

At less than half the weight of the competition with similar ice retention, the Rugged Road 45 is unlike anything else on the market. You no longer have to sacrifice the weight, ice retention, or quality of your cooler.

So, how do we do it?

The secret is in the Rigorite™ protective coating. This innovative proprietary spray was originally developed to bomb-proof the walls of the Pentagon. This formula in combination with Fridgite™ insulative technology allows us to offer a cooler that is ultralight AND ultra tough.

Oh, and it floats upright every time (even when fully loaded).

**LESS THAN
HALF THE WEIGHT
OF THE COMPETITION**





RIGORITE™
COATING



FRIDGITE™
INSULATING CORE



CAVERNOUS
INTERIOR

Rigorite™ Bomb-Proof Shell Coating - The secret behind the incredibly lightweight (yet extremely strong) Rugged Road cooler is its revolutionary coating of Rigorite™ innovative proprietary spray. Rigorite™ is sprayed over a high density, insulative core where it hardens into an exceptionally strong protective shell. This remarkable material has even been used to coat building walls in order to make them bomb-proof!

Fridgite™ Insulating Technology - The ultra-thin, high performance Fridgite™ insulating core of a Rugged Road 45 enables the cooler to have extreme ice retention and an incredibly lightweight structure.

Cavernous Interior - Open our coolers and you will instantly notice that the inside has significantly more room than the competition. Our patented manufacturing process has allowed us to do away with those thick plastic walls without sacrificing insulation, meaning you can fit more ice, drinks, and food in your cooler than ever before. And yes, it will fit a bottle of wine upright.





Kick Flip™ Removable/Reversible Lid - Our patent pending Kick Flip™ lid gives you the ability to choose whether you'd like the top of your cooler to feature a field measuring ruler, or cup holders and a cutting board. It also allows for easy cleaning!

Double Up Handle System - You have two ways to lift your Rugged Road cooler: either with the dual padded rope handles or with the integrated grip handles.

Heads Up™ Floatability - We designed our Rugged Road cooler in a way that allow it to float upright, every time. Yes, that means even when it is fully loaded with ice and drinks!

Get-a-Grip Non-Slip Surface - The Rigorite™ coating on a Rugged Road cooler is textured (unlike the plastic surface of a rotomolded cooler), meaning it naturally provides a non-slip surface!



**KICK FLIP™
REVERSIBLE LID**



**DOUBLE UP
HANDLE SYSTEM**



**HEADS UP™
FLOTABILITY**



**GET-A-GRIP
NON-SLIP SURFACE**



SIX TIPS FOR MAXIMIZING ICE RETENTION

HEAT RETENTION

If you are using your cooler as a “warmer,” it will help to pre-warm the cooler by placing it in a sunny or warm space a few hours before you plan to use it. You should also fill/minimize any air pockets, and to wrap contents in aluminum foil.

START COLD TO STAY COLD

The colder your cooler starts, the longer it will retain ice and keep the contents cold. If possible, store your cooler in a cold place hours before you plan to use it. Also, consider pre-cooling the interior of your cooler by filling it with a bag of ice the night before you plan to use it.

AIR IS THE ENEMY

Large air pockets within your cooler will only accelerate the rate at which the ice will melt. Reduce air space by adding ice or using a towel to fill the space.

KEEP OPENINGS TO A MINIMUM

Every time you open your cooler, you let cold air out and warm air in, which will cause the ice to melt faster. Try to minimize how often you open the cooler.

AVOID DIRECT SUNLIGHT

Do your best to keep your cooler out of direct sunlight. If there is no shade available, consider covering the cooler with a blanket or towel.

DON'T DRAIN THE WATER

Once your ice begins to melt, the remaining water will be very cold and will help to keep the contents chilled. However, food such as meat can and will grow bacteria if it becomes wet. Be sure to keep food safety in mind when using your cooler.

USE COLD ICE

Not all ice is created equal. Cube and shaved ice melt quickly while block ice or dry ice will last longer. Also, buy ice that is obviously cold (hard and dry) as opposed to warm ice which will be wet and won't last as long.



FLIP THE LID TO REVEAL THE CUP HOLDERS AND INSET CUTTING TRAY

Our patent pending Kick Flip™ removable and reversible lid allows you to quickly and easily turn the lid to reveal cup holders as well as an inset cutting tray. No matter which side you prefer to use, you will have the same freezer-quality seal to keep the cold air in!

HOW TO CLEAN YOUR COOLER

EVERYDAY CLEANING

The best way to clean everyday dirt and grime from your Rugged Road cooler is with a mixture of dish soap and water. Ensure that the interior of the cooler is dry before storing.

TOUGHER STAINS

To clean off tougher stains, use a mixture of water and a small amount of bleach. Scrub the cooler with a heavy-duty scrub brush, rinse it with water, and allow it to dry completely before storing.

HIGH PRESSURE WASHING

For the coolers that won't seem to come clean, you should use a high-pressure washer (easy now, don't forget this thing is ultralight). In either case, use a little soap, and remember to dry your cooler completely before storing.

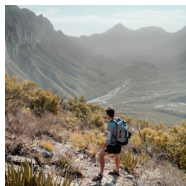
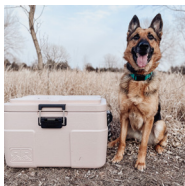
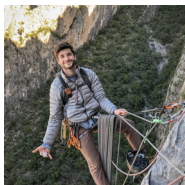
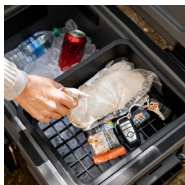


All Rugged Road coolers have a lifetime warranty against defects in materials and workmanship.

Here are a few key things to remember about our warranty:

- Your cooler must be registered within 45 days of purchase to qualify for warranty at any point
- Warranty only applies to the original owner
- Warranty is void if the cooler is used commercially, structurally altered, damaged as a result of abnormal use, or subjected to stress beyond the normal physical limits of the materials used in the body or components
- Normal wear and tear is not warranted
- Warranty does not include any manufacturer responsibility for any incidental or consequential damages resulting from the use of the

**We take pride in the products we make.
If anything goes wrong, we'll make it right.**



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