

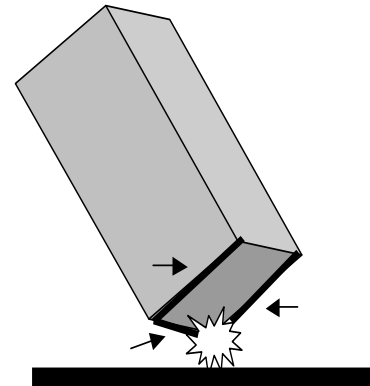


Drop Test Results: Collapsible Coolers Are More Durable

The Collapsible Cooler is more durable than formed coolers because of its ability to absorb energy from falls or crushing without breaking.

An independent consulting firm conducted a comparison on a Collapsible Cooler with 1" thick foam walls and a standard EPS formed cooler with 1 ½" thick walls. Both were placed in similar corrugated boxes and each contained identical contents weighing 20 lbs. They then dropped each cooler on a designated corner from a four foot height to a cement surface.

After testing, the Collapsible Cooler did not have noticeable damage other than a crumpled corner of the corrugated box. However, the formed cooler experienced catastrophic failure, cracking completely through the foam wall along the en-



tire length of three edges (as shown above), resulting in loss of the cooler's ability to contain liquid and losing some insulating characteristics.

The consulting firm concluded that a Collapsible Cooler performed much better than an industry standard formed cooler.

Your Product Is Better Protected!

When shipping in Collapsible Coolers, your products are protected better than formed coolers.

The Collapsible Cooler's energy-absorbing characteristics acts as a shock absorber, dissipating drop or crush energy prior to the full force of impact reaching the contents. Further, they better maintain their structural integrity, meaning less loss of cooling properties (and less product loss) during the rough handling of shipping.

Why Is Our Cooler Better?

The Collapsible Cooler is able to absorb drop energy or moderate crushing without breaking. The six-panel cooler with attached poly-liner bag allows slight movement of individual pieces but returns readily to the original position. This flexible, shock-absorbing design dissipates impact forces, protecting the cooler and its contents.

The one piece construction of formed coolers does not as effectively absorb impact forces, resulting in container failure.

Tests performed by RMHUME Enterprises, Woodbury, MN 2/05

Stores flat. Forms Quickly. Ships Cold. No Leaks.