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07.25.07

MOTHER™ builds patent pending MANCOOLERS™

Known for its technical hunting packs, MOTHER brings innovation and bomber styling to soft sided coolers

For years, men have had to struggle with less than manly soft sided coolers. MOTHER has solved that dilemma. Born of necessity and inspired by pick-up trucks, work wear, and a hot day in the sun laying roof shingles, MANCOOLERS score an unequivocal 11 on the MANometer.

And while they may look fly, MOTHER's patent pending MANCOOLERS are more than just junk covered in a manly wrapper. MOTHER kept the PVCs out of their bags to keep your food toxin free. And while most manufacturers' heavy duty bags boast 10mm of insulation, MOTHER's feature 12mm as standard, with a foil sheet sandwiched in between the layers. After all, who wants a warm beer after spending the day ripping it up?

MOTHER MANCOOLERS come in four sizes, from the perfect Snack Size (\$16.00), the more accommodating Lunch Size (\$25.00), the Beerholio, which sports insulated drink holders (\$35.00) and the Glutton – for man sized appetites (\$40.00).

When MOTHER's founder Marty Grabijas was searching for a company identity, he knew full well that the word "Mother" could be spun in many ways, and had different connotations depending on if you were with a family member, one of your hunting buds, or just took the skin off of your knuckles while changing the starter on the truck. MOTHER – as in Necessity is the MOTHER of Invention – was born out of personal frustration and now provides performance-based equipment to hunters who seek the ultimate in technical functionality coupled with MOTHER's distinct design.