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**MOTHER™ launches MANDUFFLES™**  
MANDUFFLES build on the MANCOOLERS™ success and bomber styling

When MOTHER's founder discovered the diamond plate fabric that would become the trademark for their successful MANCOOLER line, he knew that coolers were just the beginning.

MANDUFFLES fill the need for an extremely rugged duffel that looks equally at home on a job site, the gym, or enjoying a week long road trip. MANDUFFLES are made of rigged 18.5 ounce cotton canvas, feature fully padded and reinforced bottoms to protect your gear, a burly #10 main zipper, and an internal mesh organizer pocket.

MANDUFFLES are built on the MANCOOLER platform by embracing MOTHER's trademarked distinctive combination of brown duck cloth, diamond plate pattern and yellow safety webbing.

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 innovative performance-based equipment to those who seek the ultimate in technical functionality coupled with MOTHER's distinct design.