



COOL SOLUTIONS KEEP FOOD FRESH



Camping is the perfect opportunity to experience the wide variety of local produce that you might not always get at home. But transporting and storing fresh produce can pose a problem – something shared with people who want to enjoy a picnic or fetch food back from the shop. The answer lies in the Outwell Cool 'n' Go collection of coolboxes, coolbags and picnic bags.

The latest incarnation of the Cool 'n' Go range cements the award-winning innovative family camping brand's enviable reputation for successfully addressing the needs of anyone who enjoys outdoor living. For a start, its ground-breaking ECOcool range of coolboxes was designed from scratch and introduced two years ago to meet the final phase of European ECO Legislation that comes into effect in 2015.

This year sees the ECOcool range evolve to include a variety of colour options in the existing 24-litre models and a new 35-litre option (pictured right) for larger demands. The ECOcool Grey 35L uses the latest energy-saving technology and PU insulation for best performance. The EEI Classified ECO cooler can be powered by either a 12V or 230V power supply. Dependent on choice it will keep contents 18°C-25°C below the ambient temperature or at 50°C-60°C – perfect for transporting take-away meals! A split lid minimises temperature fluctuations when accessing contents and the coolbox features an icepack divider.



Such attention to detail can also be found in the completely redesigned range of coolbags. The choice of materials ensures optimum insulation and performance while maintaining packability when both folded away or in use. Colours, trim and details like the new carry handles that convert to a shoulder strap, create a link with emerging fashions to create good-looking products that are equally at home in the garden or at the supermarket as they are on a picnic or campsite.



These can be seen in the new Outwell Puffin multi-functional shopping bag (pictured left) that features an insulating insert that is ideal for small shopping loads, snacks and drinks, and keeping a baby's bottle and food fresh. The insert can be removed to turn the Puffin into a regular fashionable shopping bag for day-to-day use.

As shown, chic appearances can hide practicality and the new Shearwater, Cormorant and Petrel coolbags offer far more than just good looks. Shearwater bags (L pictured right) offer



three different sizes in hard-wearing polyester with silver aluminium foil insulating lining. The top lids open fully for easy packing and access and there are smaller side and front pockets for handy storage of picnic items. The bags have a convenient adjustable shoulder strap and a voluminous compartment with attachment points for the double layer mesh dividers that can hold Outwell Ice Blocks.



The Cormorant range (S pictured left) comprises three different sizes of insulated cool bags in durable, easy care 400D polyester with PEVA lining. All bags feature outside built-in pockets and an adjustable strap for use as a carry handle or shoulder strap. The bags have a huge main compartment, inside mesh pockets for extra storage and a practical, large U-shaped opening.

Easy to pack and carry, the stylish Petrel cool bags are ideal for a variety of leisure activities – for picnics, festivals or going to the beach. The range features two square bag models (S pictured right) with practical front zip-pockets for essential accessories and a small mesh pocket inside the lid. Both models are collapsible for a small packed size and have a waterproof loose liner that is easy to clean.



Finally, for the complete al fresco dining experience the Outwell range of smart Picnic Bags offer practical organisation of mealtime settings with tableware and ample insulated storage options for two and four people in the form of the Beecraigs Picnic Backpack and Somerset Picnic Bag (pictured left) respectively. Comfy handles and shoulder straps make carrying easy.

For further information, including prices, and to find your nearest dealer visit outwell.com

ENDS (648 words)

Editor's notes

Outwell is a registered trademark.

Outwell celebrates its 20th anniversary in 2015.

RRP: ECOcool – Grey 35L £109.99; ECOcool 24L 12V/230V £79.99; ECOcool 24L 12V £54.99

Shearwater S/M/L £19.99/£24.99/£29.99

Cormorant S/M/L £14.99/£19.99/£24.99

Petrel S/L £6.99/£8.99

Puffin £16.99

Somerset Picnic Bag £34.99; Beecraigs Picnic Bag £39.99; Ragley Picnic Cutlery £19.99

Outwell also produces an AC/DC adaptor to connect a 12V coolbox to the mains electric supply. Three sizes of re-freezable ice blocks and an ice block shaped to fit around drink cans are also available.



The Cool 'n' Go Ragley Picnic Cutlery Set pictured left has knife, fork and spoon for four plus chopping board, mats and bottle opener. It provides a complete handy kit that neatly stores in its own case, ready for use when needed.

Brand website outwell.com

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