



**BISON**  
EST. COOLERS 2011  
PRODUCT CATALOG



IN THE SUMMER OF 2011, BISON COOLERS WAS FOUNDED BY A FATHER-SON DUO WITH ONE CRAZY IDEA: CREATING A HIGH-QUALITY, AMERICAN-MADE COOLER. WE'RE PROUD TO OFFER TOP-NOTCH COOLERS, DRINKWARE, APPAREL, AND MORE THANKS TO THE CONTINUOUS FEEDBACK AND SUPPORT OF AWESOME CUSTOMERS LIKE YOU.

TODAY, BISON COOLERS IS STILL FAMILY-OWNED, PROUDLY CARRYING ON OUR FAMILY'S VALUES OF HARD-WORK, HONESTY, AND SERVICE. BUT TODAY, WE'RE BIGGER AND BETTER THAN EVER. WE CONSTANTLY CHALLENGE THE STATUS QUO BECAUSE WE'RE NOT CONTENT JUST KEEPING UP WITH THE PACE - WE SET IT.

ALL OF THIS WORK ISN'T JUST TO HAVE BRAGGING RIGHTS (ALTHOUGH, THOSE ARE NICE TO HAVE, TOO). IT'S ABOUT YOU: A HARD-WORKING AMERICAN WHO DESERVES AN ESCAPE FROM THE DAILY GRIND. OUR PRODUCTS ARE A TRIBUTE TO A LIFESTYLE OF WORKING HARD AND PLAYING HARDER.

SO WHAT ARE YOU WAITING FOR? COME JOIN THE HERD.



# ADVENTURE AWAITS



*Works hard. Plays harder.*



MADE IN USA

50  
QUART

# GEN 2

## HARD COOLERS

25QT ■ 50QT ■ 75QT ■ 125QT

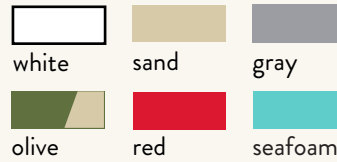
A LEGEND IN RELIABILITY, BISON COOLERS ARE PREMIUM, AMERICAN-MADE COOLERS DESIGNED AND CONSTRUCTED FOR THOSE WHO WANT THE VERY BEST IN OUTDOOR GEAR. BUILT TO LAST AND EQUIPPED WITH MAXIMUM ICE RETENTION, OUR HARD COOLERS WILL HANDLE WHATEVER YOU THROW AT 'EM.

KEEP THE COLD WHERE IT BELONGS – INSIDE YOUR COOLER.



- 1 OPEN GRAB HANDLES FOR SECURING COOLER
- 2 BUILT-IN RULER FOR MEASURING FISH
- 3 2" THICK, PRESSURE-INJECTED FOAM INSULATION
- 4 CANTILEVER LATCH SYSTEM, TEAR-RESISTANT TO 170 LBS
- 5 OVERSIZED DRAIN PLUGS FOR FASTER DRAINING
- 6 SILICONE, DOUBLE-WALL GASKET WITH SHARK FIN DESIGN
- 7 AREA FOR CUSTOM LID GRAPHIC

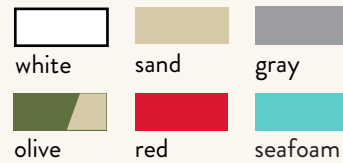
**21** 12oz CANS **OR** **32** lbs OF ICE  
CAPACITY - 25 QUARTS



## BISON 25

	EXTERIOR	INTERIOR
LENGTH	20.50"	12.25"
WIDTH	17.625"	11.375"
HEIGHT	15.00"	10.00"

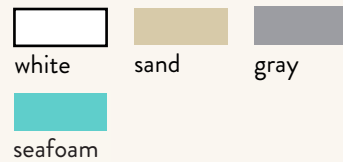
**42** 12oz CANS **OR** **65** lbs OF ICE  
CAPACITY - 50 QUARTS



## BISON 50

	EXTERIOR	INTERIOR
LENGTH	30.50"	22.25"
WIDTH	17.625"	11.375"
HEIGHT	16.50"	11.00"

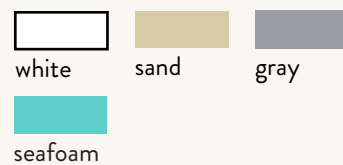
**63** 12oz CANS **OR** **96** lbs OF ICE  
CAPACITY - 75 QUARTS



## BISON 75

	EXTERIOR	INTERIOR
LENGTH	37.75"	29.25"
WIDTH	17.625"	11.375"
HEIGHT	18.00"	12.50"

**104** 12oz CANS **OR** **160** lbs OF ICE  
CAPACITY - 125 QUARTS



## BISON 125

	EXTERIOR	INTERIOR
LENGTH	43.25"	34.75"
WIDTH	21.625"	15.25"
HEIGHT	18.75"	13.25"

# HARD COOLERS?

PUT A LID ON IT. A CUSTOM LID.



## LID GRAPHICS

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- 5-year warranty
- UV-resistant
- Scratch-resistant
- MOQ 1

## DOMED TAG

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- 5-year warranty
- 3D domed finish
- Scratch-resistant
- MOQ 6



# BISON SOFTPAK

PROUDLY MADE IN AMERICA



THIS ISN'T YOUR GRANDMA'S SOFT-SIDED COOLER. OUR AMERICAN-MADE SOFTPAK COOLERS PACK A SERIOUS PUNCH.



**1** REMOVABLE SHOULDER STRAP

**2** 1000 DENIER VINYL IS TEAR-RESISTANT UP TO 375 LBS

**3** TWICE THE INSULATION OF MOST SOFT-SIDED COOLERS

**4** MOLLE WEBBING FOR CUSTOMIZING WITH YOUR FAVORITE ACCESSORIES (XD SERIES ONLY)

**5** SIDE POCKET FOR DRY ITEMS

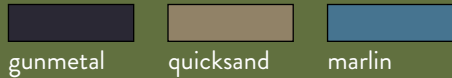
**6** KEEPS ICE FOR 24 HOURS IN 100 DEGREE HEAT

# XD SERIES

## THE PREMIUM, MARINE- GRADE SOFT COOLER

- Stain and mildew resistant marine grade shell
- Premium YKK zipper
- Durable hardware and buckles
- Leakproof TPU liner
- Comfort haul shoulder strap

### XD SOFTPAKS COME IN 3 COLORS



## 12-CAN XD SERIES

LENGTH 13"  
WIDTH 8"  
HEIGHT 11"

**12** 12oz CANS **AND** **5** lbs OF ICE



## 24-CAN XD SERIES

LENGTH 18"  
WIDTH 10"  
HEIGHT 11"

**24** 12oz CANS **AND** **10** lbs OF ICE

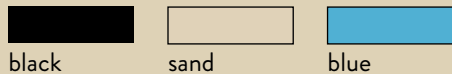


# STANDARD SERIES

## THE RUGGED AND ECONOMICAL SOFT COOLER

- Durable, vinyl shell that's tear resistant to 375lbs.
- Leakproof TPU liner
- Standard YKK zipper

### STANDARD SOFTPAKS COME IN 3 COLORS



## 12-CAN STANDARD SERIES

LENGTH 13"  
WIDTH 8"  
HEIGHT 11"

**12** 12oz CANS **AND** **5** lbs OF ICE



## 24-CAN STANDARD SERIES

LENGTH 18"  
WIDTH 10"  
HEIGHT 11"

**24** 12oz CANS **AND** **10** lbs OF ICE



# CUSTOM SOFTPAKS

SHOW YOUR SOFTER SIDE



## EMBROIDERY/ HEAT PRESS

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- 2-year warranty
- Multicolor logos
- MOQ 12

## SCREEN PRINTING

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- 2-year warranty
- Single color logos
- MOQ 24

**MADE *to* LAST**  
★ IN THE UNITED STATES ★

# WORK 'N PLAY

THE WORK 'N PLAY TAKES YOU FROM A WEEKDAY LUNCH TO A WEEKEND ADVENTURE, WITHOUT BREAKING A SWEAT.

- Rolltop, soft-sided cooler
- Durable hardware
- Twice the insulation of other coolers its size
- Leak-proof liner
- Double duty as a lunchbox and small weekend cooler
- Fits 6 cans and 2.5 lbs. of ice

## WORK 'N PLAY

LENGTH	8.5"	gunmetal
WIDTH	7.25"	
HEIGHT	12"	

**6** 12oz CANS **AND** **2.5** lbs OF ICE



# CUSTOM WORK N' PLAY

FOR WORK OR PLAY, MAKE IT YOUR OWN.



## VINYL HEAT PRESS

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- 2-year warranty
- Multi-color logos
- MOQ 12

**TOUGH**  
*as*  
**NAILS**

**BISON**  
**DRINKWARE**

WHETHER YOU'RE COMMUTING TO WORK, CAMPING IN THE WOODS, OR HEADING TO YOUR KID'S BASEBALL GAME, OUR PREMIUM-GRADE BISON DRINKWARE WILL ENSURE YOU'RE QUENCHED NO MATTER WHERE YOU ROAM.



## DRINKWARE FEATURES

- 1 DOUBLE-WALL VACUUM INSULATED
- 2 CLEAR, SHATTERPROOF, SCREW-ON TRITON LID
- 3 FITS MOST CUP HOLDERS  
(GROWLER + 32oz BOTTLE EXCLUDED)
- 4 SWEAT-PROOF DESIGN
- 5 DURABLE, 18/8 STAINLESS STEEL CONSTRUCTION
- 6 LEAK-PROOF LID

## GROWLER ADDITIONAL FEATURES

- 7 CARABINER LID LOOP

# GEN 2 BISON TUMBLERS

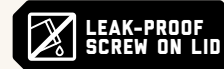
Get ready for piping-hot coffee and icy cold water. Bison Tumblers will handle anything with ease.



12HRS



6HRS



LEAK-PROOF  
SCREW ON LID



12oz

12 oz colors available:

- |       |          |           |
|-------|----------|-----------|
|       |          |           |
| black | white    | red       |
|       |          |           |
| navy  | graphite | robin egg |
|       |          |           |
| olive |          |           |



22oz

22 oz colors available:

- |        |           |         |
|--------|-----------|---------|
|        |           |         |
| black  | white     | red     |
|        |           |         |
| navy   | maroon    | orange  |
|        |           |         |
| purple | graphite  | mint    |
|        |           |         |
| coral  | robin egg | olive   |
|        |           |         |
| bambiX | tx flag   | us flag |



32oz

32 oz colors available:

- |       |          |           |
|-------|----------|-----------|
|       |          |           |
| black | white    | red       |
|       |          |           |
| navy  | graphite | robin egg |
|       |          |           |
| olive |          |           |



32oz

22oz

## BISON BOTTLES

Our bottles don't discriminate against sports drinks, tea, water, frozen drinks, or any other beverage.



24HRS



12HRS

- |       |       |
|-------|-------|
|       |       |
| black | white |
|       |       |
| red   | navy  |



64oz

## BISON GROWLER

Say goodbye to warm drinks and spoiled beer. The Bison Growler keeps beer fresher, longer.



24HRS



12HRS

- |       |
|-------|
|       |
| black |
|       |
| white |



# DRINKWARE

CUSTOM TUMBLERS? WE'LL DRINK TO THAT.



## LASER ENGRAVING

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- 5-year warranty
- Stainless steel logos
- Screw-on, leak-proof lid
- Double-wall vacuum insulation
- Powder-coated exterior
- MOQ 12

# DRINK INSULATORS

**YOUR FAVORITE DRINKS JUST GOT COOLER. BISON'S DRINK INSULATORS ARE THE BEST OF THE BEST.**

- Durable 18/8 stainless steel construction
- Double-wall vacuum insulation
- Sweatproof & leakproof design
- Temperature-locking technology that lasts for hours
- Custom laser engraving options



## DOUBLE PLAYS

Bottle or can? Or how about both? The Double Play's convertible construction makes it the only drink insulator you need.

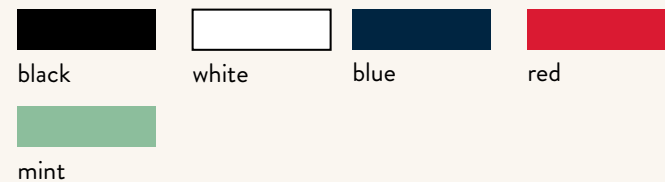
DOUBLE PLAY COLORS AVAILABLE:



## SLIM CAN COOLERS

Slim cans are in, and Bison has you covered. Our Slim Can Cooler is perfect for sparkling water, hard seltzers, beer, & more.

SLIM CAN COOLER COLORS AVAILABLE:



# CUSTOM DRINK INSULATORS

FITS WHATEVER YOU'RE DRINKING NEXT.



## LASER ENGRAVING

---

- 5-year warranty
- Stainless steel logos
- Screw-on, leak-proof top
- Double-wall vacuum insulation
- Powder-coated exterior
- MOQ 12



**BISON  
GEAR**

AS CLOSE TO INDESTRUCTIBLE AS WE CAN GET.  
LASTING DURABILITY FOR YOUR BIGGEST ADVENTURE YET

**1** MARINE GRADE TPU SHELL

**2** HEAVY DUTY WATER RESISTANT ZIPPERS

**3** KEEPS GEAR DRY IN ANY ENVIRONMENT

**4** EASY COMFORT HAUL HANDLES

**5** DETACHABLE BACKPACK STRAPS FOR EXTENDED CARRY

**6** IMPORTED



# DRY BAGS

## KEEP YOUR GEAR DRY & PROTECTED

Bison's dry performance bags boast marine-grade TPU shells, durable water-resistant zippers, easy comfort straps for extended carry, and peace of mind thanks to our two-year warranty.



### 25L DRY BACKPACK 2-3 DAYS OF GEAR

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LENGTH	12"
WIDTH	7.5"
HEIGHT	20.5"



### 30L DRY DUFFEL 3 DAYS OF GEAR

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LENGTH	20"
WIDTH	10"
HEIGHT	10"



### 50L DRY DUFFEL 5 DAYS OF GEAR

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LENGTH	22.5"
WIDTH	11"
HEIGHT	12.5"

# SOFTCASE

## KEEP YOUR GEAR SAFE

The Weatherproof Rifle Softcase was designed to keep your gun dry and protected no matter what kind of wet and wild adventure you take it on. It's heavy-duty water-resistant zippers are designed to keep water out and feature over sized T-pulls for easier opening and closing.

- Marine Grade TPU Shell
- Clean Inner Pocket
- 12" Outer Pocket
- Removable Padded Shoulder Strap
- Heavy Weight 900D Nylon
- Foam Fleece Interior



## WEATHERPROOF RIFLE SOFTCASE

MARINE GRADE TPU SHELL

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	DIMENSIONS
LENGTH	52.0"
WIDTH	5.5"
HEIGHT	10"

SOFT CASES COME  
IN 1 COLOR

Slate Gray



# CUSTOM PROTECTION



## SOFTCASE VINYL HEAT PRESS

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- 2-year warranty
- Multi-color logos
- MOQ 12



## DUFFEL VINYL HEAT PRESS

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- 2-year warranty
- Multi-color logos
- MOQ 12



# BISON ACCESSORIES



# HAMMOCKS

## SLEEP OUTSIDE IN COMFORT



- 210T Parachute Nylon
- 9ft Straps
- Aluminum Carabiners
- Max weight 550 lbs
- Compact & Lightweight
- 10ft x 6.5ft



## HEAT PRESS

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- 2-year warranty
- Multicolor logos
- MOQ 12



black/gray

blue/gray



# GEAR & ACCESSORIES

**DON'T FORGET ABOUT OUR GOODS THAT PERFECTLY COMPLEMENT OUR OTHER GOODS. OR STUFF THAT MAKES YOU LOOK COOL.**

- Chillin Chairs
- Cooler Divider / Cutting Board
- Wire Dry Goods Tray
- Performance Traction Pads
- Hard Cooler Lid Graphics
- Bandanas by Hoo-Rag
- Caps & Hoodies
- Bottle Openers
- Chillin' Brew™ Icepaks



# CUSTOM CHAIRS

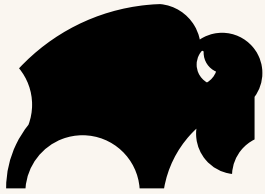
PERSONALIZED SITTING? YES PLEASE.



## HEAT PRESS

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- 2-year warranty
- Multicolor logos
- MOQ 12



# CUSTOMIZATION

PERSONALIZE YOUR BISON



## HARD COOLERS:

### LID GRAPHICS

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- 5-year warranty
- UV-resistant
- Scratch-resistant
- MOQ 1

### DOME TAG

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- 5-year warranty
- 3D domed finish
- Scratch-resistant
- MOQ 6



## SOFTPAKS:

### HEAT PRESS

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- 2-year warranty
- Multicolor logos
- MOQ 12

### EMBROIDERY

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- 2-year warranty
- Multicolor logos
- MOQ 12



## WORK 'N PLAY: VINYL HEAT PRESS

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- 2-year warranty
- Multi-color logos
- MOQ 12



## DRINKWARE: LASER ENGRAVING

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- 5-year warranty
- Stainless steel logos
- Leak-proof lid
- Double-wall vacuum insulation
- Powder-coated exterior
- MOQ 12



## SOFT CASES: VINYL HEAT PRESS

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- 2-year warranty
- Multi-color logos
- MOQ 12

## DRY DUFFEL: VINYL HEAT PRESS

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- 2-year warranty
- Multi-color logos
- MOQ 12



**WORKS HARD**  
★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
**PLAYS HARDER**



AT BISON COOLERS, WE TAKE PRIDE IN GOOD OLD-FASHIONED AMERICAN CRAFTSMANSHIP. BLOOD, SWEAT, AND TEARS BUILT THIS FINE COUNTRY AND WE'VE INVESTED OURS INTO DESIGNING AND CONSTRUCTING THE BEST COOLERS ON AMERICAN SOIL. OURS ARE SOME OF THE HIGHEST-RATED AND BEST-PERFORMING COOLERS ON THE MARKET, SO REST ASSURED IT'S AN INVESTMENT YOU WON'T REGRET.



[BISONCOOLERS.COM](http://BISONCOOLERS.COM)

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