



ROVR Coolers: IHS Booth #N6303

Contact:

Emily Winslow
Hayter Industries
emily@hayter.life
(602) 579-8175

FOR IMMEDIATE RELEASE

ROVR Keeps Rolling with All-Terrain Cooling Power: New 2026 Cooler and Accessory Line Makes Getting to the Chill Zone Easy

From the ultra-portable RollR 30 and easy-to-shoulder TravelR™ 12 Soft Cooler to the double-deck Rally Wagon, ROVR redefines how gear moves from the car to the sideline, beach and backyard.

DENVER (Spring 2026) – Keeping food and drinks cold in a cooler is the easy part. Moving a packed cooler from Point A to Point B is another beast. ROVR makes cooler mobility a cinch with its expanded 2026 collection of hard and soft coolers, and the double-deck, collapsible Rally Wagon™ built for sidelines, the beach and the backyard.

Building off the momentum of a record-setting 2025, ROVR's 2026 collection is feeding explosive growth in multiple prominent national retail outlets through several new products, including the:

RollR 30 Quart Wheeled Cooler - New for 2026

The RollR series, recognized as the industry's easiest rolling coolers with real pneumatic, air-filled wheels and solid stainless steel axles, expands with the RollR 30. The new cooler brings all the muscle and charm of its bigger siblings into a smaller, easier-to-roll package that effortlessly moves over curbs, sand, gravel and grass. It's built for quick adventures, park picnics, tailgates, solo beach days, and weekends that don't require a full supply run.



The RollR 30 is made with lightweight injection molded construction, premium insulation that keeps ice for days, and award-winning all-terrain wheels. The patented, integrated AnchR Pin system expands the cooler's capabilities with an abundance of accessories like cup holders, umbrella holders, or a prep board when you're ready to post up and chill.

It's everything the ROVR RollR collection represents in a more portable, fun size that is ready to roll with ease wherever the good times are calling.

Features:

- 30 quart capacity
- 40 cans with 10 lbs. of ice
- 9" inflatable tires and solid axle
- Telescoping Dual MotoGrip handle
- AnchR Pin System makes it easy to attach modular accessories
- MSRP: \$224.99

Rally Wagon

The Rally Wagon is your all-terrain hauling hero, featuring a tough, powder coated steel frame, easy-rolling all-terrain wheels, a spacious two-tier design, and a collapsible build for easy storage. With room to stack and pack everything from beach chairs and shelters to backyard party gear, plus a handy saddle bag organizer to keep the small stuff in check, you're set to roll anywhere and let the good times follow.



Features:

- Double-deck capacity
- Two-tiered collapsible design
- All-Terrain Never Flat Wheels
- Heavy-duty, powder coated steel frame
- Wheel brakes
- Adjustable handle for easy towing
- Weight Capacity – 450lbs/ 204kg (275lbs per level)
- MSRP: \$349.99

TravelR 12 Soft Cooler

The TravelR™ 12 hits the sweet spot for quick hangs and half-day getaways with exceptional waterproof and ice-locking power in a leaner, easy-to-carry form factor. Perfect for duos, day trips, and tailgate warm-ups.



Features:

- Fits 12 cans with ice
- LoadR™ Wide Top for easy, wide-open access
- ColdR™ Tech insulation keeps food & drinks cold for up to 24 hours
- Waterproof TPU-coated liner and YKK air-resistant zippers
- Padded shoulder strap and grab handles for comfy carry
- Side-tethered stainless steel bottle opener keeps the party flowing
- MSRP: \$39.99

About ROVR

Founded on the belief that great gear should work as hard as you play, ROVR designs premium coolers and outdoor hauling solutions built for real-world, near-car adventures. Known for its rugged all-terrain wheels, innovative AnchR accessory system, and durable, performance-driven construction, ROVR makes it easier to take cold drinks, good food, and great times anywhere—from tailgates and sidelines to beaches, campsites and backyard hangs. With a growing lineup of hard and soft coolers and mobility gear, ROVR continues to push the boundaries of what portable outdoor products can do. To explore the complete 2026 collection, visit [ROVR's digital chill zone](#).