



ROVR

EST.



2016

P R O D U C T S

ROLL WITH US!

2026

A LETTER FROM KELLEY, PRESIDENT & CEO

Last year was a year about reforming ROVR as we knew it. We knew we needed to get back to the fun colors that was such a part of ROVR. We also knew we had to make purchasing and procurement of products easier for our accounts. Because, if we didn't, no good vibes could be had inside, outside or anywhere else — and we feel we did that.

In 2026, we're not just rolling forward — we're digging deeper into who we are and why we do this. This ROVR lineup reflects a brand that's earned traction in major retail, a sharpened focus in specialty, and a relentless push to show up on time, every time. That's why we made some big moves — literally — shifting our manufacturing to better handle global logistics and investing in more inventory to meet your needs well into 2026. No more scrambling when the sun comes out and the season hits (or the Tarrif-ical Roller Coaster goes up, down or sideways).

This year, we've refreshed ROVR from the inside out — but we didn't add polish for polish's sake. We believe in value through real-world use, not just a luxury price tag. Every product we make is designed to feel damn good to own, perform like a champ, and still leave you some gas money for the weekend. We want people to love their ROVR gear because it's smart, soulful, and it works.

You'll see that in our new colorways — pulled from nature and fashion, meant to stand out and stay timeless. You'll feel it in the product updates, like the stronger RollR handle, roomier KeepR with an adjustable strap, our smoother RapidLock™ latch, and an easier-to-carry LandR Bin. And yeah — we're fired up to earn success with our soft cooler line, TravelR Series, with the recently launched backpack and duffel and new TravelR 6 & 12 can soft coolers. Big function, all the right vibes.

We're also showing up harder for retail: eye-catching new packaging, a free POP display with qualifying orders, and support to help your team sell ROVR with confidence and pride.

We're grateful for your partnership. Thanks for rolling with us and helping more people chill anywhere, roll everywhere.

Kelley Smith

ROVR
EST. 2016
PRODUCTS



**NEW HQ & RETAIL
LOCATION**

3863 N. STEELE STREET SUITE 1269 | DENVER | CO



PRODUCTS



TRAVELR™ 6 CAN
SOFT COOLER



TRAVELR™ 12 CAN
SOFT COOLER



KEEPR™ DRINK CADDY



COLORS

ROLLR 45
COPPER & GRANITE



ROLLR 60 - GRANITE

RETAIL DISPLAYS

IN-STORE PODIUM DISPLAY

HARD COOLERS



BEACH WHEEL KIT



LANDR BINS



NEW PACKAGING!



UMBRELLA / ROD HOLDER



BIKR KIT





ROVR IN-STORE PODIUM DISPLAY

Introduce your customers to RovR, drive sell-through, and put a decked out RollR front and center in your store with the new Podium Display. This display is built to elevate a RollR 45 or RollR 60 complete with LandR Bin and Essentials Kit, calls out the patented features and tires of our best-selling line, and fits all the new colors and brand re-design launched in 26.

SPECS

Dimensions: 76" High, 32" Wide, 26" Deep

FEATURES

- Double-sided top banner allows for 360 degree marketing
- Designed for RollR 45 or RollR 60 with LandR Bin and Essentials Kit
- Durable Stainless Steel construction built to last
- Easy to assemble in minutes with instructions



76-in.

SIDE FACING

PRODUCT CARD



NEW FOR
2025



ROVR
EST. 2014
 PRODUCTS

Coral
 South Pacific
 Matcha
 Sunny Side
 Powder
 Copper
 Charcoal

MSRP: \$299.99

ROLLR® 45

The best-selling RollR 45 wheeled cooler is your perfect party companion to power through a weekend cheering on the sideline, gliding over sand to stake out your favorite beach spot or tossing cold ones to friends at the park. With rugged 9" All-Terrain tires and sturdy construction, this little but mighty hard cooler is built with the same patented design as our RollR 60. See? Big things do come in small packages.

- ROLLR® ALL-TERRAIN WHEELS**
 4-ply rubber tire, tube, nylon hub, and double bearings for hauling heavy weights over challenging terrain.
- ANCHR™ PIN SYSTEM**
 Attach accessories like a double cup HoldR™ to your RollR by tipping upward to hook onto any of the six anchor points.
- RAPIDLOCK™ LATCHES**
 Keep your lid tight and your stuff cold. Plus, they stay upright for easy handling when moving in and out frequently. You're Welcome!
- NEW! DUAL TELESCOPING HANDLE**
 A retractable and sturdy handle make pushing and pulling your RollR a breeze. The new RollR 45 has been improved with sturdier and more durable construction in both the joints and bushings making this the best handle on a RollR 45.
- DUALSPOUT™ DRAIN PLUG**
 To drain, twist plug until water comes out. Easy.
- BIKR™ KIT COMPATIBLE**
 Attach the BikR accessory to the plaque affixed to a molded insert on the base of the RollR.
- DRY BIN MINI**
 Designed to keep your stuff cold and dry, while keeping ingredients fresh and crisp.



Color: Coral
SKU: R-R45-COR
UPC: 810141771611



Color: South Pacific
SKU: R-R45-SP
UPC: 810141771642



Color: Matcha
SKU: R-R45-MA
UPC: 810141771628



Color: Sunny Side
SKU: R-R45-SS
UPC: 810141771659



Color: Powder
SKU: R-R45-POW
UPC: 810141771635



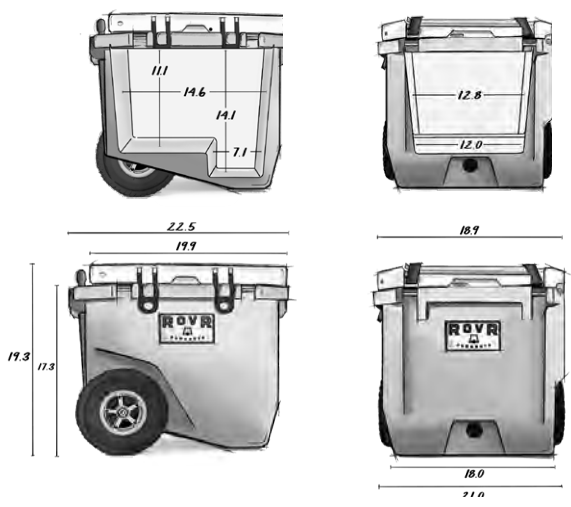
Color: Copper
SKU: R-R45-COP
UPC: 810141771604



Color: Granite
SKU: R-R45-GRT



DIMENSIONS





COLORS

CoralSouth PacificMatchaSunny SidePowderCopperCharcoal

MSRP: \$399.99

ROLLR® 60

The RollR combines the utility of a chef’s kitchen with the vibe of an adult ice cream truck. RollR coolers are engineered with the world’s best cooling and organizational design on the inside, and built to carry your campsite, tailgate, or party on the outside. Rugged All-Terrain wheels are pulled by Dual-MotoGrip™ Handles and roll over any obstacle. The DeepFreeze Dry Bin keeps your stuff cold and dry, and the Anchr Pin System attaches accessories from cup holders, cutting boards to umbrella holders.

- ROLLR® ALL-TERRAIN WHEELS**

4-ply rubber tire, tube, nylon hub, and double bearings for hauling heavy weights over challenging terrain.
- ANCHR™ PIN SYSTEM**

Attach accessories like a double cup HoldR™ to your RollR by tipping upward to hook onto any of the six anchor points.
- RAPIDLOCK™ LATCHES**

Keep your lid tight and your stuff cold. Plus, they stay upright for easy handling when moving in and out frequently. You’re Welcome!
- DUALSPOUT™ DRAIN PLUG**

To drain, twist plug until water comes out. Easy.
- BIKR™ KIT COMPATIBLE**

Attach the BikR accessory to the plaque affixed to a molded insert on the base of the RollR.

DEEPFREEZE™ DRY BIN

Designed to keep your stuff cold and dry. This innovative bin stores wine and liquor bottles upright, while keeping ingredients fresh and crisp.

Color: Coral
SKU: R-R60-COR
UPC: 810141771666

Color: South Pacific
SKU: R-R60-SP
UPC: 810141771703

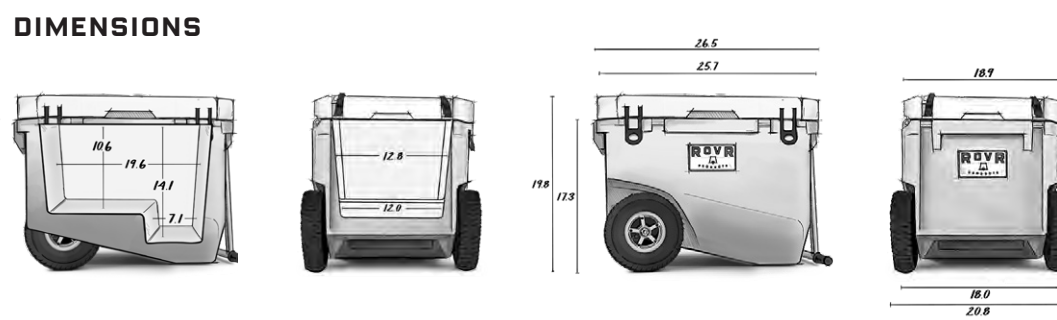
Color: Matcha
SKU: R-R60-MA
UPC: 810141771680

Color: Sunny Side
SKU: R-R60-SS
UPC: 810141771710

Color: Powder
SKU: R-R60-POW
UPC: 810141771697

Color: Copper
SKU: R-R60-COP
UPC: 810141771673

Color: Granite
SKU: R-R60-GRT





COLORS


Coral


South Pacific


Matcha


Sunny Side


Powder

MSRP: \$149.99

COOLR™ 25

This mini bodega on your shoulder brings the RovR portability to a new level. Inspired by our award-winning RollR coolers, the CoolR 25 stores wine and liquor bottles upright and keeps ice cold for days when the sun is at its highest. Signature RovR features like RapidLock Latches, DualSpout™ Plug and AnchR Pin System come standard along with a beefed up adjustable padded shoulder strap for easy on-the-go portability. The CoolR 25 is ready to take the party wherever you're willing to go. Trust us, you're CoolR with this.

UPDATED FOR 2025 — The CoolR 25 shoulder strap has been updated. We've added an extra 12" (30cm) of length making it even easier to shoulder carry, and added extra padding to the shoulder pad.



ANCHR™ PIN SYSTEM

Attach accessories like a double cup HoldR™ to your RollR by tipping upward to hook onto any of the six anchor points.



RAPIDLOCK™ LATCHES

Keep your lid tight and your stuff cold. Plus, they stay upright for easy handling when moving in and out frequently. You're Welcome!



DUALSPOUT™ DRAIN PLUG

To drain, twist plug until water comes out. Easy.



Color: Coral
SKU: R-C25-COR
UPC: 810141771550



Color: South Pacific
SKU: R-C25-SP
UPC: 810141771581



Color: Matcha
SKU: R-C25-MA
UPC: 810141771567



Color: Sunny Side
SKU: R-C25-SS
UPC: 810141771598



Color: Powder
SKU: R-C25-POW
UPC: 810141771574



DIMENSIONS





ROVR
EST. 2014
PRODUCTS



CORALS







Coral

South Pacific

Charcoal

MSRP: \$149.99

TRAVELR™ 24L SOFT COOLER BACKPACK

The new TravelR 24L Soft Cooler Backpack is the ultimate companion for your next day at the beach, picnic in the park, or tailgate party. This convenient sidekick is big enough to carry food and drinks for everyone, comfortable enough for the haul to your final destination, and stylish enough to show off downtown. Our ColdR Tech with waterproof zippers, insulating foam, and a welded waterproof inner liner keeps the cold in and the sand out. And the LoadR Wide Top makes it a breeze to stock this cooler up with goodies and keep them secure. LoadR up, strap in and head out!

- LOADR™ WIDE-TOP

Provides unimpeded access to the entirety of the bag while keeping contents secure.
- COLDR™ TECH

ColdR Tech insulation keeps food and bevies cold for up to 24 hours.
- BUILT IN BOTTLE OPENER

Forgot the top popper? Not to worry, the TravelR comes with a built in bottle opener.
- MULTIPLE EASY CARRY POCKETS

Easy access pockets to safely store precious items like keys, phones, wallets and more.
- ROOM FOR A TEAM

Enough room for the whole team and then some. Fit up to 24 cans in the TravelR Backpack and 36 cans in the TravelR Duffel.



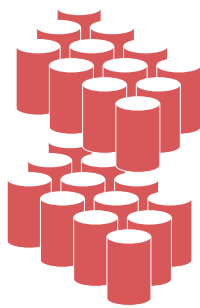
Color: Charcoal
SKU: R-TB25-CH
UPC: 810141771789



Color: Coral
SKU: R-TB25-COR
UPC: 810141771796



Color: South Pacific
SKU: R-TB25-SP
UPC: 810141771802



FITS
24 CANS
WITH ICE!





ROVR
EST. 2014
PRODUCTS

COLORS

Coral

South Pacific

Charcoal

MSRP: \$149.99

TRAVELR™ 27L SOFT COOLER DUFFEL

The new TravelR 27L Soft Cooler Duffel is the ultimate companion for your next day at the beach, picnic in the park, or tailgate party. This convenient sidekick is big enough to carry food and drinks for everyone, comfortable enough for the haul to your final destination, and stylish enough to show off downtown. Our ColdR Tech with waterproof zippers, insulating foam, and a welded waterproof inner liner keeps the cold in and the sand out. And the LoadR Wide Top makes it a breeze to stock this cooler up with goodies and keep them secure. LoadR up, sling it on and head out!

- LOADR™ WIDE-TOP**

Provides unimpeded access to the entirety of the bag while keeping contents secure.
- COLDR™ TECH**

ColdR Tech insulation keeps food and bevies cold for up to 24 hours.
- BUILT IN BOTTLE OPENER**

Forgot the top popper? Not to worry, the TravelR comes with a built in bottle opener.
- MULTIPLE EASY CARRY POCKETS**

Easy access pockets to safely store precious items like keys, phones, wallets and more.
- ROOM FOR A TEAM**

Enough room for the whole team and then some. Fit up to 24 cans in the TravelR Backpack and 36 cans in the TravelR Duffel.



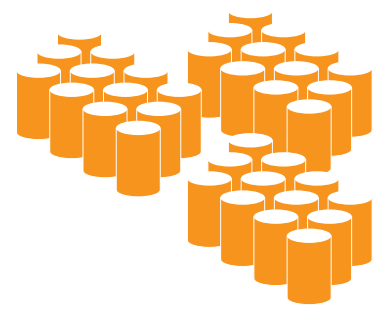
Color: Charcoal
SKU: R-TD32-CH
UPC: 810141771758



Color: Coral
SKU: R-TD32-COR
UPC: 810141771765



Color: South Pacific
SKU: R-TD32-SP
UPC: 810141771772



**FITS
36 CANS**
WITH ICE!





COLORS



MSRP: \$39.99

TRAVELR™ 6 CAN
SOFT COOLER

Small but seriously cool. Don't let the size fool you — the TravelR™ 6 is built with the same top-shelf ColdR™ Tech as its bigger siblings, just trimmed down for lighter days. Whether you're sneaking in a solo beach sesh, heading to the park with a few brews, or packing lunch for the trail, this little legend has you covered.

- FITS 6 CANS WITH ICE
- ZIPPERED INTERIOR POCKET FOR ICE PACK
- TWO EXPANDABLE MESH SIDE POCKETS
- WIDE OPENING TOP FOR EASY PACKING AND SECURE CLOSURE
- COLD R™ TECH INSULATION KEEPS THINGS CHILL
- WATERPROOF TPU-COATED LINER + YKK AIR-RESISTANT ZIPPERS = EASY CLEANUP, NO LEAKS
- CARRY HANDLE AND SHOULDER STRAP MAKE IT EASY TO STASH AND DASH



Color: Charcoal
SKU: R-TC6-CHR



Color: Coral
SKU: R-TC6-COR



Color: South Pacific
SKU: R-TC6-SP

 **FITS
6 CANS**
WITH ICE!





COLORS

Coral

South Pacific

Charcoal

MSRP: \$59.99

TRAVELR™ 12 CAN SOFT COOLER

Chill more, carry less. The TravelR™ 12 hits the sweet spot for quick hangs and half-day getaways. It's got the same waterproof, ice-locking power as the full-size TravelR coolers — just in a leaner, easier-to-tote form factor. Perfect for duos, day trips, and tailgate warm-ups

- FITS 6 CANS WITH ICE
- ZIPPERED INTERIOR POCKET FOR ICE PACK
- TWO EXPANDABLE MESH SIDE POCKETS
- WIDE OPENING TOP FOR EASY PACKING AND SECURE CLOSURE
- COLD R™ TECH INSULATION KEEPS THINGS CHILL
- WATERPROOF TPU-COATED LINER + YKK AIR-RESISTANT ZIPPERS = EASY CLEANUP, NO LEAKS
- CARRY HANDLE AND SHOULDER STRAP MAKE IT EASY TO STASH AND DASH



Color: Charcoal
SKU: R-TC12-CHR



Color: Coral
SKU: R-TC12-COR



Color: South Pacific
SKU: R-TC12-SP

FITS
12 CANS
WITH ICE!





COLORS


Coral


South Pacific


Powder


Charcoal

MSRP: \$149.99

THE KEEPR™

The KeepR is the modern-day version of the tried-and-true picnic basket and your new go-to mobile cocktail bar. Beverages, cups, utensils, cheese and crackers all find a nice home in customizable organization compartments surrounding the vacuum-insulated IceR™ bucket. Remove all the compartments, clip on the new removable padded shoulder strap, and your KeepR quickly converts to a tote bag for the day.

- 

CUSTOMIZED, ORGANIZATION COMPARTMENTS
Separate dry and wet items with durable, moveable inserts you can customize for every adventure.
- 

WATERPROOF
Waterproof tpu and high-density foam keeps items cool and dry. Easy clean up.
- 

VACUUM SEALED
Vacuum sealed icer keeps ice frozen.
- 

TWIST OFF TOP
Easily removeable, twist off icer top provides quick access to clean ice.
- 

STAINLESS STEEL
Stainless steel construction for unmatched durability. Easy-to-clean use.
- 

SPIRIT STORAGE
Comfortably store up to 6 standard wine bottles or basic spirit bottles.
- EASY CARRY**
A grab-and-go handle or removable padded shoulder strap provide convenient carry options



Color: Powder
SKU: R-KI-POW
UPC: 810141771741



Color: Coral
SKU: R-KI-COR
UPC: 810141771727



Color: South Pacific
SKU: R-KI-SP
UPC: 810141771734



Color: Charcoal
SKU: R-KI-CH
UPC: 810141772229

DIMENSIONS





COLOR



Standard

MSRP: \$39.99

LANDR™ BIN

The LandR™ bin turns your RollR™ cooler into the ultimate party wagon. These storage units are built to soak up daily hard use and abuse with reinforced canvas and riveted nylon carrying straps. Compatible with the patented AnchR™ Pin System, the LandR™ folds flat and stows on top of your RollR when not in use. Bomber. Stylish. Perfect for getting your chairs, towels, and other odds and ends to their final destination. Also use the LandR™ Bin as a standalone grocery tote for your next trip to the farmer's market.



EXPANDABLE STORAGE

Collapsible LandR Bin transforms your RollR into a carry-all, all-terrain caravan. Pack it with chips, dips, towels and more!



CUSTOM FIT TO ROLLR™

Waterproof TPU and high-density foam keeps items cool and dry. Easy clean up.



DURABLE MATERIALS

Built to soak up daily hard use and abuse while carrying both light and heavy loads with PE reinforced UV canvas and riveted nylon carrying straps.



ANCHR™ PIN SYSTEM

Attach the LandR Bin directly to the patented AnchR Pin System for secure storage no matter how rugged the road.



LANDR™ BIN ROLLR™ 45

Color: Standard
SKU: R-LNR45-STD
UPC: 810141771925



LANDR™ BIN ROLLR™ 60

Color: Standard
SKU: R-LNR60-STD
UPC: 810141771932



LANDR BIN EASILY
FOLDS FLAT & STOWS
ON TOP OF YOUR ROLLR



COLOR

 Silver

MSRP: \$79.99

THE ESSENTIALS KIT

Take your RovR® to the next level with The Essentials Kit! Upgrade your cooler to store your beverages and cooking utensils, or ask your sous chef to start prepping the veggies. The Essentials Kit includes our Double Cup HoldR™, Prep Board, and Stash Bag to make your RovR the most versatile cooler at the party. All three accessories are compatible with our patented AnchR™ Pin System and easily slide into one of the AnchR pin placements on our CoolR and RollR lines.

- Includes the Double Cup HoldR, Prep Board, and Stash Bag.
- Accessories compatible with AnchR Pin System found on RollR 45, RollR 60, and CoolR 25 models.
- Durable stainless steel hooks ensure secure placement of Prep Board and Double Cup HoldR.



THE ESSENTIALS KIT
Color: Silver
SKU: R-APCKG
UPC: 810141771918



BUNDLED ESSENTIAL ACCESSORIES COMPATIBLE WITH ANY ROVR COOLR OR ROLLR PRODUCT



ROVR® DOUBLE CUP HOLDR™



ROVR® PREP BOARD



ROVR® STASH BAG



MSRP: \$169.99

ROLLR® BEACH WHEEL KIT

Hot-rod your RollR into the true champion of the sand with RovR Beach Wheels.

These bad boys eat anything tough terrain throws their way: flip-flop eating sand pits, rocky shoreline jaunts off trail, broken beer bottles...you name it. The bomber wheels you're looking for to whisk your well-earned beverages and essential beach kit swiftly to your cherished waterfront sanctuary.

This comprehensive kit boasts two RollR Beach Wheels, two axle nuts, and a Beach Wheel axle, ensuring a crayon-simple installation process. While the Beach Wheels maintain a consistent size across all three RollR models, it's important to note that the axle size may vary.

- Kit comes with two RollR Beach Wheels, two axle nuts, and a Beach Wheel axle
- Balloon-style tires have increased surface area and will not sink in sand
- Ceramic bearings let you roll fast and will never rust
- Easy to install or swap out in just a few minutes
- Compatible to tow with the BikR Kit



ROLLR® BEACH WHEEL KIT
Color: Gray
SKU: R-BWK4560
UPC: 810141771895

INCREASE SURFACE SPACE ALLOWS FOR EASIER TRAVEL ON SANDY BEACHES



MSRP: \$39.99

ROLLR® UMBRELLA/ROD HOLDER™

The RollR Umbrella/Rod HoldR is the ultimate accessory for sitting back and relaxing. If you're a beachgoer, set up your umbrella and enjoy shade all day long. If you're a fisherman, never worry about setting your rod down again. It easily attaches to any RovR and does not restrict your ability to open and close the lid. It's the third arm you never knew you needed. . . till now.

- Compatible with AnchR™ Pin System found on all RollR and CoolR models
- Durable, all-weather design



ROLLR® UMBRELLA/ROD HOLDER™
Color: Silver
SKU: R-AURH
UPC: 810141771949





ROLLR® BIKR™ KIT

Because biking beats lugging. Every. Single. Time. This tow arm connects your RollR to your bike, and that means two things. One, your bike party just got more awesome. And two, you now don't have to rely on four wheels to haul your stuff back and forth from the park, market or outdoor throw down. The bracket installs in minutes — just pop off the plate and replace it with the tow bracket and you're on your way.

- Compatible with all RollR 45 and RollR 60 coolers
- Quick-release pin makes installing and removing the BiKR simple and fast
- Fits most 10 mm and 12 mm rear axles and is compatible with commonly used bike trailer attachment devices
- Built to handle speed and tested on mountain roads, beaches and sidewalks

MSRP: \$69.99



ROLLR® BIKER™ KIT
Color: Silver
SKU: R-ABH
UPC: 810141771901



TASTETRUE™
CERAMIC COATING
ELIMINATES
METALIC TASTE!

16oz CHILLR™ PINT 4-PACK

Savor every sip with the RovR 16oz ChillR Pint, perfect for backyard hangs, beachside adventures and good times. With TasteTrue™ Ceramic Coating your drinks stay pure, fresh, and smooth — no metallic aftertaste, no harsh stains, and a no-foam pour.

- TasteTrue™ Ceramic Coating eliminates metallic tastes, foam, and stains
- Single wall 304 food-grade stainless steel
- Durable powder-coated exterior
- Dishwasher safe
- Stackable design saves space
- Includes four 16oz pints for the whole crew

MSRP: \$49.99



16OZ CHILLR™ PINT (4-PACK)
Color: Charcoal
SKU: R-PNT16-4PCK-CH
UPC: 810141771819



16OZ CHILLR™ PINT (4-PACK)
Color: Powder
SKU: R-PNT16-4PCK-POW
UPC: 810141771826





[ROVRPRODUCTS.COM](https://rovrproducts.com)

