



Yeti Trusts Dutchland to Manufacture the World's Top Premium Cooler

More than a decade ago, Brothers Roy and Ryan Seiders started building on a dream. Both avid outdoorsmen, they had grown frustrated with coolers that didn't live up to their standards – both in durability and cooling duration.

“Coolers had become this cheap disposable product that fell apart after a few uses, and you'd just buy another,” Roy said in a 2014 interview with the Austin American-Statesman. “We were frustrated by that, so we built the cooler that we wanted to use out in the field. It's built not to fail.”

In their dad's garage near Austin, Texas, they co-founded Yeti Coolers – rotationally molded premium ice chests priced between \$250 and \$1,300.

Several years later, Yeti Coolers is enjoying the status of being a cult brand. The rotomolded coolers that boast the ability to keep ice frozen for 48 hours and are certified bear-proof are flying off the shelves at premium sporting goods chains like Cabela's, REI and Dick's Sporting Goods, and the young Texas-based company posted sales of \$450 million in 2015.

And when the company was searching for an American manufacturer to build its high-quality cooler, they found Dutchland.

On any given day, Dutchland workers can be found in the Oostburg, WI plant fabricating, assembling and packaging Yeti coolers that are destined to grace the back of pickup trucks, campers and boats across the country.

The partnership has flourished because both companies share a commitment to quality that is unmatched and they built their relationship on the sturdy foundation of trust.

“We consider Dutchland to be among the best molders in the USA,” Roy said.

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***- Ryan Seiders
Co-Founder, YETI***

