MOELLER®
marine products

Did You Know...

Ice Station Zero Ice Chest (R-Value)

Out of all the outdoor activities where consumers take along a portable ice-chest, fisherman alone spend over $290 million annually on ice. This number doesn't even reflect the additional money they've spent on coolers to preserve that ice.

Moeller understands the importance of quality ice chests, which is why we are so excited about the new Ice-Station Zero with our innovative Arctic Technology. This ice chest has a foam insulation rating of R-7 per inch, making it ideally suited for fishing, camping, hunting, or any outdoor activity where long-term cooling and rigid durability is a necessity.

HERE'S HOW IT WORKS:

R-values are often listed when talking about proper housing insulation; R-values of 13 or 19 would be common. But, what is an R-value? R-values relate to how well a substance is able to resist the conductance of heat from one side of a material to the other as heat naturally flows toward cooler areas. Generally the worst conductors of heat will make the best insulators and that is what an R-value is based on.

First think of conductance in terms of your bathroom floor. You probably know from experience that if you place your bare feet on tile that the floor surface will feel colder than if you stepped onto a rug. While you may think that the floor is colder than the rug, the truth is that the tile conducts heat away from your body faster than the rug fibers will. You perceive the heat loss and assume the floor tile is a different temperature than the rug, when they would likely be the same temperature if tested.

You probably also know, that if you had to decide between wrapping your feet in either the rug or pieces of tile before walking into snow, which material would be a better insulator-the better the insulator, the worse it will be at conducting heat from one point to another.

Plastics are an excellent insulator, which is why portable coolers use it. The real factor in cooler insulation though, has to do with the type of foam used between the cooler walls and how well it is protected from moisture. Water is an excellent way to conduct heat; adding moisture to foam causes a reduction in the cooler's ability to insulate. With any type of heating or cooling material, the R-value is critical. And the larger the number assigned as the R-Value, the better the material is able to insulate.

Moeller's new Ice-Station Zero provides everything needed for the best portable cooling on the market: we have a high R-value of 7, our insulating core is composed of injected open-cell foam that resists moisture, and our external cooler walls are a seamless mix of high-impact plastic technology.

YOU NEED TO KNOW:

- **Specially formed insulating foam** is a thick celled latticework with an R-7 rating; provides an increased temperature differential that outlasts the competition by keeping the inside temperature colder longer.
- **Manufactured with a high-impact, seamless, double-walled construction** to withstand the punishments of outdoor use.
- **Exclusive molded polymer** incorporates homogenous UV stabilized color throughout to ensure a high, steadfast white.
- **Each cooler seal undergoes a twenty-four hour pressure fitting process** to ensure the most individually conforming seal possible.
- **Includes corrosive resistant stainless steel hinges** to withstand the elements.
- **Cooler availability: in 270, 170, 125 or 94 quart sizes,** gives the right amount of space for all your active portable cooler needs.