

PIERCETM

RANCH + OUTDOOR



COOLER MANUAL

www.piercecoolers.com

PRODUCT LINE

PIERCE HEAVY DUTY COOLERS

Welcome to PIERCE.

Being family-owned is something we take personally. Our team at PIERCE is committed to offering you the very best service, quality and affordability. We work hard to create a locally-powered dealer network so you can do business from the stores you trust. Our coolers include the features and accessories you'd expect without having to shell out more for the basics you should have from the get go. Also, if you need anything or have any questions just call us!

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WE'D LOVE TO HEAR FROM YOU!

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Henrietta, Texas 76365

Toll Free: (800) 658-6301
Local: (940) 538-5643
Fax: (940) 538-4382

www.piercecoolers.com

INTERNAL DIMENSIONS (IN.)
14.1L x 7.8W x 9.8H
EXTERNAL DIMENSIONS (IN.)
21.1L x 13.3W x 14.3H
WEIGHT
13.2 lbs.

20
QT



pink

INTERNAL DIMENSIONS (IN.)
20.2L x 10.6W x 11.6H
EXTERNAL DIMENSIONS (IN.)
26.7L x 16.6W x 16.3H
WEIGHT
22 lbs.

45
QT



sea foam green

INTERNAL DIMENSIONS (IN.)
27L x 11.7W x 13.2H
EXTERNAL DIMENSIONS (IN.)
35.5L x 18.2W x 17.9H
WEIGHT
30.6 lbs.

75
QT



white

FEATURES

AVAILABLE COLORS
FOR EACH SIZE

AVAILABLE
COLORS

FULLY LOADED AND READY FOR ANY SEASON

When you invest in a rotomolded cooler, you expect superior ice retention, durability and of course, cool food or drinks. PIERCE delivers even more. We include all the accessories – the cup holder, cutting board and basket. Plus, several features that improve the functionality of the cooler including an air button to easily open the lid. And PIERCE coolers come in more colors! So, grab one for every member of the family and have a great time outdoors, at work, or on the ranch.



see back for details

leakproof gasket



cutting board,
cup holder, and
basket included



stainless
steel lock



removeable nylon
straps (45 qt and
75 qt only)



release valve
to let air out,
allowing lid
to open easily



PIERCE HEAVY DUTY COOLERS

45 QT Heavy Duty Cooler
Shown in sea foam green



20 QT Heavy Duty Cooler
Available Colors: white, gray, sand,
pink, coral, sea foam green,
desert camo, green camo

45 QT Heavy Duty Cooler
Available Colors: white, gray,
sand, pink, coral, sea foam green,
desert camo, green camo

75 QT Heavy Duty Cooler
Available Colors: sand,
gray, white

rubber T-latches
for easy locking



recessed
drain plug



friction pads
for added
stability



white

gray

sand

pink

coral

sea foam
green

desert
camo

green
camo

REPLACEMENT PARTS



CUTTING BOARD

PCOOL-CB-20 | PCOOL-CB-45 | PCOOL-CB-75

Made of solid nylon the cutting board doubles as a divider within your cooler. Now you can better organize your cooler with a food section and ice section.



BASKET

PCOOL-BASKET-20 | PCOOL-BASKET-45 |
PCOOL-BASKET-75

Our steel basket offers suspended storage above your ice for dry, yet chilled storage.



CUP HOLDER

PCOOL-HOLDER-CUP

Keep your can or cup close to your cooler with our steel detachable cup holder.



FEET

PCOOL-FOOT

Replacement for slip-proof feet.



LATCHES

PCOOL-LATCH



DRAIN PLUGS

PCOOL-PLUG

HELPFUL TIPS

Keeping it clean.

PIERCE coolers are food grade so it's important to keep the inside clean. After each use, drain the liquid, clean with soap and water and wipe clean. For tough stains, use a 2:1 solution of vinegar and water. We use a white eraser and scrub.

Keeping it cool.

When used correctly, PIERCE coolers offer 5 days of ice retention. To maximize ice do the following best practices:

- **START COLD:** pre-chill your cooler 12-24 hours before use
- **AIR:** minimize the times the cooler is opened
- **SHADE:** find a shady area instead of the back of the pick up.

[VISIT www.piercearrowinc.com/blog for more cooler tips]

*DRY ICE SAFETY WARNING

- Dry ice can burn you. Handle with care. Visit dryiceinfo.com for more.
- Leave the drain plug opened to allow the dry ice gases to ventilate and crack a window if the cooler is in a vehicle.
- Use protective eye wear when using dry ice.
- Do not leave near children.

CAUTION

- **DO NOT** allow children or animals to play in the cooler. The gasket seals all air. Suffocation is possible.



20 QT Heavy Duty Cooler
sand

MORE ABOUT PIERCE

Many of you reading this manual have never heard of PIERCE before purchasing your PIERCE cooler. We wanted to take a minute to introduce ourselves and the rest of our product line.

Since 1976 we've sold products that help working people save money on equipment and time on the job. We are pulling for you each day by offering excellent customer service and support. Take a look at our quick product overview and feel free to call us with any questions. Looking forward to building a friendship with you!



RANCH:

- Bale Spikes
- Hay Bale Unroller
- Barbed Wire Unroller
- Cattle Sirens



EQUIPMENT:

- Industrial Winches
- Self Recovery Winches
- Dump Kits
- Chain Hoists



CONTROLS:

- Industrial Remote Controls
- Wireless Remote Controls

[VISIT www.piercearrowinc.com/about for more about PIERCE]

RANCH

EQUIPMENT

CONTROLS

COMING 2017!

PIERCETM
RANCH + OUTDOOR

We love the outdoors - so much so we expanded our product to include PIERCE-branded outdoor equipment and accessories. We are looking forward to coming along on your next land or water adventure!



COOLERS



SPOTLIGHTS



KAYAKS
(COMING SOON)



TUMBLERS

PIERCE

PULLING FOR YOU

Thank you for choosing Pierce!

We strive to offer 100% customer satisfaction on all our products and customer service.

Are you 100% satisfied?

IF YES: Please write a review on our Facebook page:
www.facebook.com/piercearrowinc

IF NO: Call us at 800-658-6301 or let us know how we can help at:
www.piercearrowinc.com/contact-us

Need warranty information?



5 YEARS ON MANUFACTURERS DEFECTS. THE FOLLOWING ARE NOT COVERED WITHIN THE WARRANTY: T-HANDLE LATCH; DRAIN PLUG AND GASKET; DRAIN PLUG CHAIN; RUBBER FEET; NYLON HANDLES; HANDLE GRIPS OR THE ACCESSORIES.

Sign up for product updates!

REGISTER YOUR COOLER TO RECEIVE PRODUCT UPDATES.

Log on to www.piercearrowinc.com/warranty to be the first to know about PIERCE cooler product updates.