

Wild Coolers



Back in the last century when I was young we had two kinds of coolers, Styrofoam boxes (the Zimbos called them Kaylite) that always broke and metal box Coleman coolers that were strong as hell but very expensive. The hard core bought Coleman to go with their Landies (they were series 2 back then) and the rest of us bought the cheap Styrofoam shit on the basis you could always buy another one.

Then came the plastic Coleman that bridged the gap and so the Styrofoam box faded into obscurity.

The hassle with all coolers of the time is that they did not keep stuff that cool. I remember spending a week camping at Mana pools with the dearly beloved obsessing over the diminishing state of our dry ice and dreaming up a better cool box. I promised my wife I would build a better one when I got home. Of course I didn't and in any event Coleman bought out their extreme range which was pretty good.



But there is the other thing. The new Coleman's work but they are not that strong. What were the rapidly growing wannabe successors to the old series 2 generation going to do? The answer was to marry the ammo box with a cooler box. So the 21st century roto moulded tough as hell cooler box was born.

[Wild Coolers](#) are the latest offering in this genre and from what I can see it is pretty cool. I am particularly pleased to see that it has many of the features my wife and I dreamt up way back when at Mana. And so it should because it is very likely that it is the product of the same process.

I can say this with some confidence because I know the design team and as a family they spend a hell of a lot of time in places where cooler boxes are not there just to hold the beer.

I have not used the [Wild Cooler](#). It is pretty new and seriously beyond my price range. Truth be told, though I do on accessions go to some wild places, I am not that hard core. So, just as I drive a Hilux rather than a Land Cruiser, the softer plastic coolers kind of do it for me most of the time. It is not that big a deal that the hinges always break. However if your plan is to venture into Botswana for a week or two or do the bush in Mozambique or head north or if you are prepared to pay top dollar for the very best, then the Wild Cooler is a seriously good investment. As cooler boxes go, I have not seen a better one.
