



PO Box 360  
Gurnee IL 60031 USA  
Phone: 847-662-9070  
Fax: 847-336-7126  
info@martinflory.com  
www.martinflory.com

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## PACBAK HIRES MARTIN FLORY GROUP FOR PR

To increase brand awareness and assist in developing its North American market share, PacBak™ has hired Martin Flory Group. The PR firm will promote the company's line of premium-quality coolers, a portable battery-operated vacuum sealer and related outdoor accessories.

Like many innovations, PacBak began as a response to the need for something better. Founder Brian McKinnon and his friend Adrian Murfitt needed a way to seal in the freshness of the fish they caught on remote Alaskan rivers and then keep them cold. Before the products could be completed, Adrian was tragically killed next to Brian at the 2017 Las Vegas Route 91 Harvest Festival shooting. After a difficult struggle to overcome his enormous grief, he used the experience as the motivation to complete their shared dream.

Built in Alaska and Kodiak Brown Bear-tested, the 88-quart PacBak P88-MK Cooler features dual compartments, an integrated cutting board and a removable table with legs. Ideal for overlanding, a smaller 60-quart version is in its final tooling phase and will debut later this year. Combined with the company's portable ROAM 18-V Vacuum Sealer, it won a 2022 ICAST Best of Show award. One-of-a-kind, the ROAM has a

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rechargeable, removable and replaceable battery. It fits neatly into the P88-MK cooler or a custom backpack.

"From boating to fishing to hunting to RVing, PacBak has taken every outdoor segment by storm," said Martin Flory Group president Laura Martin. "Everything about its products is industry-leading and the obstacles Brian overcame to bring them from ideation to reality are inspiring." A video is at [www.bit.ly/PacBakStory](http://www.bit.ly/PacBakStory).

Martin Flory Group represents a diverse global client base in the marine, RV and outdoor industries. It works with writers and editors worldwide to gain credible media coverage to help grow businesses.

Contact Martin Flory Group, PO Box 360, Gurnee, IL 60031. 847-662-9070. [info@martinflory.com](mailto:info@martinflory.com); [www.martinflory.com](http://www.martinflory.com).