



**PELICAN INTRODUCES THE PELICAN PERSONAL UTILITY CASE FAMILY –
REDEFINING THE EVERYDAY CARRY CATEGORY**

New Pelican Go™ Case Available Exclusively at REI today; More Models to Roll Out In Early 2019

TORRANCE, Calif., November 15, 2018 - [Pelican Products, Inc.](#), the industry leader of rugged, protective cases, today introduced the Pelican Personal Utility Cases (PUC), a new category of everyday carry cases for the [adventure-ready](#) consumer.

The Pelican PUC family features two lines with different designs and personal utility applications. All the models provide uncompromised protection in a unique new waterproof and dust-proof design. The **Pelican Go™ Case** is the first to market, offering two tough, yet easy to carry models designed for everyday use.

- The large **G40** model (7" x 3.5" x 1.6") and small **G10** (4.8" x 2.8" x 1.3") will come in six different colors including Lime, White, Blue Surf, Slate, Blush and Anthracite.
- The **G40** (MSRP: \$39.95) is [available now](#) in select colors at REI.
- The **G10** (MSRP: \$29.95) will be available in Q1.



The Pelican Go™ Case is a premium and stylish solution for every day, anywhere carry.

Noted Bob Shortt, President of Pelican Products' Consumer Division: "Pelican has over 40 years of experience creating rugged, innovative cases designed to protect and carry sensitive products such as camera equipment and phones. In fact, the Pelican Shield phone case for the iPhone X won a popular national Drop Test surviving multiple drops from high levels beyond our specifications. With the new PUC Series, we have transformed the traditional dry case into a contemporary personal utility case that gives active consumers a new way to protect and organize their accessories and personal belongings. The result is a thoroughly modern new family of micro cases that bring together creative design, utility and durability in an exciting new way."

The affordable Pelican Go™ Cases feature the best attributes of protection and style. Made specifically for the avid outdoor enthusiast, the millennial [beach](#) goer, and the everyday adventurer. The cases protect the integrity of valuables such as smartphones, credit cards, and keys while focusing on convenience and size. The first products in the



PUC Series make lifetime durability available to a new generation of outdoor enthusiasts and adventure travelers.

GO Case Key Factors:

- **IP67 Rating:** Submersible for 30 minutes in a depth of up to 3ft (1 meter).
- **Rugged Exterior:** Equipped with a rubberized bumper, easy carry handle and secure closure latch to protect even the smallest valuables.
- **Cushioned EVA Lining:** in Lid and Base to keep cellphones and valuables safe.
- **Organization Tray:** Built-in credit card pockets and cord management strap.
- **100% waterproof and drop proof.**



PELICAN RUCK CASE AVAILABLE EARLY 2019

The second PUC line rolling out is the **Pelican Ruck™** case, a family of super rugged dry cases that will offer a variety of special features geared to the outdoor adventurer. The RUCK™ case line is Pelican to its core. Designed for the active outdoorsman, it offers ultimate protection and organization for expensive equipment, accessories and valuables. The Ruck Case will be available in three sizes. More details to be announced upon release.

Pelican Products, Inc. is a portfolio company of Behrman Capital, a private equity investment firm based in New York and San Francisco.

About Pelican Products

Pelican Products, Inc. is the global leader in the design and manufacture of high performance protective cases, temperature controlled packaging solutions, advanced portable lighting systems and rugged gear for professionals and outdoor enthusiasts. Their products are used by professionals in the most demanding markets including fire safety, law enforcement, defense / military, aerospace, entertainment, industrial and numerous outdoor markets. Pelican™ products are designed and built to last a lifetime. The company operates in 21 countries, with 22 international sales offices and six manufacturing facilities around the globe. In Europe, the company does business under the name Peli Products, S.L.U. For more information, visit www.pelican.com or www.behrmancap.com.

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