



Irving, TX – Phenix Rods is excited to announce the addition of a premium soft cooler to its lineup. Featuring a rugged, extra-thick cooler wall, the Phenix Cooler Tote sports premium handles and zippers that are truly built to last.

“Phenix is always looking to deliver products that our customers ask for,” says Vince Borges, brand manager for Phenix. “Our new cooler has been tested, and it holds up. It’s built solid, holds ice extremely well, and is super-portable. That’s all you can ask for in a cooler.”

Phenix has also added a new kill bag as well as 2 new, waterproof backpacks to its line of products.

“The kill bag and backpacks are built to be just as durable as our rods,” says Borges. “They’re essential pieces of equipment for the serious angler, and we’re proud to make them.”



For more information on Phenix Rods, please visit their website [HERE](#), or find them on [Facebook](#) and other social media avenues.

For any additional questions or inquiries, please email marketing@gsmorg.com. Or, if you’d like to check out the entire family of GSM brands, please visit www.gsmoutdoors.com.

About GSM Outdoors:

Few American outdoor companies enjoy a mutually respected relationship with their customers that span over five generations. GSM Outdoors is among those few! For over 70 years, the GSM family of brands has been helping passionate hunters, shooters, knife enthusiasts and anglers succeed through innovation and the manufacture of high-quality, reliable products that continue to prove themselves in the field, on the range and on the water. GSM Outdoors continues to leverage the latest technology and provide customers with the best products on the market. Tradition, heritage, and loyalty to outdoor enthusiasts of generations past and generations to come...that’s the GSM Outdoors guarantee!



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