



JustinCASE

Product Catalog



Travel. Stay Cool. **Go Further.**

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Introducing JustinCASE



The convertible backpack that keeps gear dry and drinks cold.

Born out of a real problem, JustinCASE replaces carry-on luggage and personal coolers with new, category-defining all-in-one convenience. Built for full portability and endless adventure.



ALL-IN-ONE



DUAL-MODE SYSTEM



DRY + COOL



WARRANTY INCLUDED

A New Category Demands a New Solution



Not a Backpack

- Disorganized
- No Temperature Control
- Multiple Bags Needed



Not a Cooler

- Rigid & Bulky
- Only Carries Cold Items
- Not Built for Adventure

Introducing a Better Option

JustinCASE redefines what a backpack cooler should be, combining dry storage and insulated cold retention into a single, all-in-one, portable solution.



Innovative Features & Premium Build



Built for Every Lifestyle





2nd GEN JC

The first and only Convertible Backpack...All Cooler, All Dry Storage, or Both at the Same Time backpack; that's why we built it. Pack convenience and cool in one with the JustinCASE; flexibility for whatever your adventure calls for. Dual-Mode Shelf™ included with every JustinCASE.

Color Options

	Coastal Chill		Midnight Mood
	Sandstorm		Georgia Bulldogs (Limited Edition)

*All 2nd Gen JustinCASE backpacks share the same features, specifications, and performance. Colorways vary by style and edition only.



Specifications & Fit

- Capacity:** 38 liters
- Beverage Capacity:** Holds approximately 30 × 12oz cans with ice
- Dimensions:** 21" H × 13.35" W × 8.35" D
- Weight (Empty):** ~ 3 lbs
- Configuration:** Convertible cooler + dry storage system
- Interior System:** Dual-Mode Shelf™ (included)



The Origin of

A trip to the beaches of Mexico sparked a simple idea: there had to be a better way to travel with both gear and drinks. Traditional backpacks lacked temperature control, while coolers weren't built for mobility or organization.

After too many trips home with damp clothes, melted ice, and unnecessary extra bags, JustinCASE was created to solve the problem – combining premium luggage construction with high-performance cooler insulation in one all-in-one design.



Beyond its core functionality, JustinCASE shines with thoughtful elements:

- Side pockets for essentials like water bottles, sunscreen, and electronics.
- Velcro straps to attach a beach chair, making it a breeze to find your relaxation spot.
- Paracord adjustable straps for beach towels or last-minute add-ons.
- A hallmark feature: in addition to the internal waterproof bag, the single-handed magnetic latch option ensures fuss-free access to the cooler – no more zipper lube and two-handed wrestling matches to load/reach your beverages.

For every thirsty traveler weary of damp and stale belongings, JustinCASE is your ticket to quality and performance.

WELCOME TO THE DAWN OF UNCOMPROMISED ADVENTURES.

JustinCASE you find your beach!

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VISIT OUR WEBSITE!

 **jcbags.com**