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TRAVOCA Makes SHOT Show Debut

Emerging brand offers innovative, ice-free eCoolers for hunting, fishing, camping, & more

January 20, 2026—Milwaukee, WI—[TRAVOCA](#), a brand dedicated to elevating and extending outdoor adventures through elegantly rugged gear, will make its SHOT Show debut this month, showcasing its innovative ice-free eCoolers and portable power solutions. Designed for life on the move, TRAVOCA's products redefine how hunters, anglers, and vehicle-based adventurers keep food and drinks fresh or frozen—wherever the road leads.

Ice-Free Performance Built for the Field

Designed in Utah and field-tested in rugged conditions, the TRAVOCA [Rigel Dual Zone eCooler](#) delivers reliable, space-saving cooling for extended trips. Unlike traditional coolers, the Rigel eliminates the need for ice, allowing users to store fresh and frozen food at the same time while maximizing capacity. Every Rigel features true dual-zone cooling, powered by a high-efficiency Toshiba technology compressor and vacuum-insulated panels that provide up to 60% longer cooling performance than standard 12V fridge/freezers. The result is dependable temperature control with lower power draw—ideal for remote and vehicle-based use. With a durable steel body, rugged HDPE base, and IPX5 rating, the Rigel was built to withstand the rigors of outdoor use. When paired with TRAVOCA's [Vega 1500 power station](#) and [Vega Sol 200 solar panel](#), the Rigel delivers continuous cooling and freezing capabilities for extended off-grid stays.

Rigel Dual Zone eCooler Key Features:

- Dual-zone cooling in all sizes: 25L, 35L, 45L, 60L
- Independent, app-controlled temperature zones down to -4°F
- Removable divider for customizable fresh/frozen storage
- Three-way opening, fully removable lid for flexible access
- Compatible with 12V DC and 110V AC power sources
- Durable steel body with HDPE base
- IPX5 water-resistance rating
- Elegant bamboo paneling for a distinctive aesthetic

Built for Hunters, Anglers, and Vehicle-Based Adventures

TRAVOCA's modular cooling and power ecosystem is designed to support early mornings, long days in

the field, and multi-day trips—whether at hunting camp, on the water, or at the range. The brand’s focus on durability, efficiency, and refined design makes it a natural fit for the SHOT Show audience.

“SHOT Show brings together people who depend on their gear in real-world conditions, and that’s exactly who we design for,” says Sharon Scott, Senior Brand Director, TRAVOCA USA LLC. “From hunting camps to long days on the water, TRAVOCA is about removing friction—no ice, no guesswork—so you can stay focused on the experience and stay out longer.”

SHOT Show 2026 Details

- **Booth:** 80221
- **Location:** Hunting/Archery Pavilion, Caesar’s Forum

Pricing (MSRP)

Rigel Dual Zone eCoolers

- Rigel 25L: \$649.99
- Rigel 35L: \$749.99
- Rigel 45L: \$849.99
- Rigel 60L: \$949.99

Portable Power Solutions

- Vega 1500 Portable Power Station: \$999.99
- Vega Sol 200 Solar Panel: \$399.99

Media & Contact Information

Show Appointments & Brand/Retail Inquiries

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ABOUT TRAVOCA

TRAVOCA empowers outdoor enthusiasts and adventurers with elegantly rugged products that enhance every journey, from the backcountry to the backyard. Our gear combines timeless design and reliable performance to bring people together, making outdoor living simpler, more connected, and more memorable. At TRAVOCA, we believe the best adventures are the ones that spark connection—around the fire, at the table, or under the stars.