

RTIC Holdings' Sale to Wind Point Partners

SEPTEMBER 2, 2020

Winston & Strawn LLP represented RTIC Holdings, LLC, the largest direct-to-consumer (“D2C”) eCommerce provider of high-quality coolers, tumblers, bottles, travel bags, and other products for outdoor enthusiasts, in its sale to Wind Point Partners, a Chicago-based private equity investment firm that partners with top-caliber executives to acquire well-positioned middle-market businesses. Based in Houston, RTIC was founded by brothers Jim and John Jacobsen and quickly grew into the leading D2C brand for premium coolers and insulated drinkware. Today, the Company offers a broad portfolio of RTIC-branded products under its “Overbuilt. Not Overpriced.” promise.

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