

Plano Introduces GoNow Storage System Built for Grab-and-Go Organization

Plano's purpose-built GoNow system keeps gear ready—organized, accessible, and protected from home to base camp so every trip starts prepared.

COLUMBIA, SC, UNITED STATES, April 3, 2026 /EINPresswire.com/ -- Plano, a leader in hunting, fishing, and outdoor storage solutions, announces today the introduction of its new, adventure-ready GoNow storage system.

Designed to elevate outdoor gear storage and organization, the new [Plano GoNow](#) system features both a Small and Large Box and a host of accessories designed to keep gear organized, accessible, and ready at a moment's notice. Built with thoughtful internal organization, rugged weather-resistant construction, and accessories for different pursuits, Plano GoNow ensures hunters, anglers, and outdoor enthusiasts spend less time searching for gear and more time outside.



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New research from Plano shows that gear organization is a major barrier preventing people from getting outdoors as often as they'd like.

- 85% of outdoor enthusiasts say a dedicated gear space helps them get outside faster
- 72% say faster prep would increase how often they get outdoors
- 2 in 3 say clutter adds stress to time meant for the outdoors
- Nearly 50% of outdoor enthusiasts admit they have repurchased gear they already owned

By addressing these common pain points, the Plano GoNow system is designed to give outdoor enthusiasts a smarter, more efficient way to store and manage their gear. With intuitive organization, durable construction, and modular accessories tailored to different pursuits, GoNow helps eliminate the frustration of misplaced equipment and last-minute searching. The result is a streamlined system that saves time, reduces unnecessary spending on duplicate gear, and ultimately makes it easier to get outside more often and focus on the adventure ahead.



The new GoNow system helps store, organize, and transport gear efficiently, with modular accessories and customizable organization so users can build a system for how they enjoy the outdoors.”

Matt Spafford, Director, Brand & Product, Plano

“Fishing, hunting and other outdoor activities require a lot of gear and preparation, and most products being used today either lack organization features or are overbuilt and overpriced for their intended use. The new GoNow system was designed with features that help people store gear more efficiently and that will stand up to the use and abuse of the field.” said Matt Spafford, Director, Brand & Product, Plano. “We’ve developed a system that not only allows people to organize and transport gear efficiently, but can be customized with accessories based on the way that they intend to use it. With modular accessories and customizable internal organization, users can truly build a system that fits the way they enjoy the outdoors – whether

it’s at the boat ramp, deer camp, or a weekend camping trip.”

Plano GoNow Boxes

At the center of the system is the GoNow Box, available in Small and Large sizes, engineered to organize essential gear so you can access everything you need quickly and efficiently. Designed for durability and usability in real outdoor conditions, the boxes feature weather-resistant construction, customizable internal organization, and a modular design that allows users to expand functionality with accessories tailored to specific pursuits. The boxes are optimized for stacking and transport, with sizing developed through extensive research around vehicle storage, carry ergonomics, and compatibility with popular gear storage formats.

KEY FEATURES:

- DUALHINGE Latch design allows for quick access or full lid removal
- Weatherproof construction with integrated waterproof seal
- Integrated tie-down points and QUICKLINK attachment system for accessories
- Rubberized non-skid feet prevent sliding in truck beds or boat decks
- Locking tabs keep gear secure during transport
- Internal tray with customizable dividers for fast gear access
- Removable internal divider separates and organizes larger gear
- Rigid structural lid supports sitting, standing, and stacking
- Modular stacking design for efficient storage and transport
- Available in Charcoal, OD Green, and White.

GoNow Box – Small: 20.0" L X 15.6" W X 12.3" H

GoNow Box – Large: 31.8" L X 19.7" W X 12.5" H

MSRP: GoNow Box - Small \$99.95 | GoNow Box - Large \$149.95

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