

Nite Ize Introduces New Clippable Key Ring Multi Tool

The size and shape of a house key, plus a carabiner clip, the clever, lightweight DoohicKey ClipKey has all the functionality of a basic multi tool, and none of the bulk.

Boulder, CO, August 5, 2015 – Nite Ize, the leading innovator in solution-based products, proudly announces the addition of a new multi tool key accessory to their popular line of DoohicKey products.



“A tool is only as useful as it is accessible” says the company’s CEO and Founder, Rick Case, “and what’s more accessible than your keychain? I use my DoohicKey ClipKey at least once a day to open a package, pop a bottle, or to cut – there’s always something where it comes in handy”.

The DoohicKey ClipKey solves more than just the problem of accessibility. This heavily featured little multi tool packs a punch. Weighing in at just one ounce, the durable stainless steel ClipKey is pound-for-pound the most useful item to carry on an everyday keychain. The mini-multi tool offers endless solutions with its screwdriver head, scoring point, serrated edge, and of course, bottle opener. As a bonus, all the DoohicKey products are travel and airport friendly.

The DoohicKey ClipKey will be available in September of 2015 in both black and stainless steel options for \$4.99.

About Nite Ize

Founded on the principles of creativity and innovation, with headquarters in Boulder’s picturesque valley below the Flatirons, Nite Ize designs, manufactures and distributes solution-based products with quality and performance at their core. The company celebrated its 25th anniversary in 2014, and offers over 500 innovative products & accessories in six unique categories: Mobile, Hardware, LED, Flashlight, Pet, and Lifestyle. Still captained by its Founder and CEO, Rick Case, the Nite Ize team is passionate about their products, their customers, their partners and the environment. For more information, please visit NiteIze.com or Nite Ize on Facebook: [facebook.com/NiteIze](https://www.facebook.com/NiteIze).

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