

Nite Ize Introduces Everyday Carry Knives and Multi Tools at Outdoor Retailer

BOULDER, Colo., July. 23, 2018 – Nite Ize®, a leading manufacturer of innovative solution-based products, is expanding their line of [DoohicKey® key tools](#) with full-featured folding knives designed for the fast-growing everyday carry consumer market.

“We wanted to combine the usefulness of a pocket knife with the convenience of a key chain accessory,” Nite Ize Founder and CEO Rick Case said. “Our key chain knives are designed to offer premium quality in a size that’s small enough to carry on your keys.”

Nite Ize is also broadening their [Financial Tool®](#) line with the new [Financial Tool Money Clip + Pocket Tools](#), which takes multi tool wallets to the next level with useful swing-out tools.

[DoohicKey Key Chain Knife](#): With a compact key-sized design, this Key Chain Knife fits perfectly on your keys without adding bulk. The lightweight aluminum body houses a two-inch fold out blade with a lock-back design. A twist-to-lock S-Biner® MicroLock® dual-gated carabiner secures the knife to key chains while making removal quick and easy. Designed to last, the 420j2 stainless steel blade maintains a sharp edge. Available in blue, green, and orange with an MSRP of \$11.99.



[DoohicKey Key Chain Hook Knife](#): A lightweight aluminum body houses a durable two-inch lock back blade that locks securely in place when cutting. By engineering this knife with two cutting edges, the Key Chain Hook Knife combines the benefits of a standard cutting blade with a hook knife’s ability to easily open boxes without damaging the contents inside. The included S-Biner MicroLock dual-gated locking carabiner makes this knife as easy to remove as it is to use, while the high-quality 420j2 stainless steel blade holds a sharp edge. Available in blue, green, and orange with an MSRP of \$11.99.



[Financial Tool Money Clip + Pocket Tools](#): Nite Ize is expanding its wallet-sized multi tools with a whole new level of functionality. This Money Clip + Pocket Tools holds cards and cash securely while offering the convenience of fold-out tools in a low-profile credit-card sized package that easily fits into pockets. A retractable pocket clip keeps this wallet secure and comfortable, while three swing-out tools including a bottle opener/flathead screwdriver, can opener/Phillips screwdriver, and hook knife/cutting edge mean this money clip does it all. Available in stainless steel with an MSRP of \$24.99.



For more information about these Nite Ize products, visit [Nitelze.com](#).

About Nite Ize:

Founded on the principles of creativity and innovation, Nite Ize designs, manufactures and distributes solution-based products with quality and performance at their core. Headquartered in Boulder, Colo., the company celebrates its 29th anniversary in 2018 and offers more than 500 innovative products and accessories in seven unique categories: Mobile, Hardware, LED Lights + Accessories, Bike, Fitness, Pet, and Games + Fun. Still



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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.

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