

Nite Ize Redefines the Wallet with New FinancialTool

Where innovation and efficiency meet: the stainless steel FinancialTool is a 7-in-1 Multi Tool Wallet.



Boulder, CO, August 5, 2015 – Nite Ize introduces the biggest innovation to their new Lifestyle category of products: the FinancialTool Multi Tool Wallet. Forged from heat-treated stainless steel, this sleek and ultra-durable wallet does so much more than just hold cash and cards.

“I love this product, and use it every day,” says the company’s CEO and Founder, Rick Case, “not only have we come out with what could be the most durable wallet on the market, but we’ve integrated useful everyday tools into it – everyone’s favorite being the bottle opener, of course.”

The bottle opener is just the beginning. The FinancialTool features three different sized wrenches, flathead and Phillips screwdriver (which can also be used as a tape cutter), a ruler in both metric and standard, a scraper, and the high-tensile strength, extra-secure Cash Wrap Strap that can handle anyone’s biggest payday. The low-profile design brings strength and versatility without added bulk, so it fits easily into front or back pockets or into a bag. To top it all off, the FinancialTool is airport and travel friendly.

Available September of 2015, the FinancialTool will be available in black and stainless steel for \$9.99.

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).

Media Contact: Terra Public Relations 307-733-8777. Brooks Cowles / BrooksC@terrapublicrelations.com