

Nite Ize Creates a Better Way to Carry

BOULDER, Colo., July. 23, 2018 – Nite Ize®, a Boulder based manufacturing company, is expanding their iconic line of [Gear Tie® Reusable Rubber Twist Ties™](#) to include an innovative way to easily carry awkward loads. The new [Gear Tie Handle + Loopable™](#) quickly wrangles everything from beach chairs to lumber by combining two 30-inch bendable, grippy Gear Tie Loopables with an ergonomic, soft-grip handle.

The included Gear Tie Loopables feature a grippy exterior, tough bendable interior wire, and an integrated loop that makes these Reusable Rubber Twist Ties perfect for cinching around irregular loads. Use the included Gear Ties to wrap or bundle unwieldy skis, bulky folding chairs, and more, then simply attach the weight-distributing handle using channels specially-designed to fit the Gear Ties. With the ability to remove and replace the included Gear Ties with other Gear Tie Reusable Rubber Twist Ties, the new Gear Tie Handle + Loopable creates a versatile solution for family ski vacations, beach outings, or trips to the hardware store. This system is UV resistant and waterproof, making it perfect for both indoor and outdoor use.



Available with a black comfort-grip handle and two 30 inch orange Gear Tie Loopables, the [Gear Tie Handle + Loopable](#) has an MSRP of \$14.99.

For more information about Nite Ize products, visit [NiteIze.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 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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