

## Get in the Loop: Nite Ize Gear Tie Loopable Mega Cinches, Twists & Secures All Things

**BOULDER, Colo., Jan. 9, 2018** – The original Gear Tie® Loopable™ Reusable Rubber Twist Tie from Nite Ize®, a manufacturer of innovative solution-based products, has been upsized. The [Gear Tie Loopable Mega™](#) offers all the cinching benefits of the original in a size large enough to cinch, secure, and hang industrial hoses, heavy-duty extension cords, air compressor hoses, and more.

With its strong, bendable wire interior and durable, ridged rubber exterior, the Gear Tie 32-inch Loopable Mega will grip, wrap, and secure most large items. The added feature of an integrated loop on one end allows the ability to thread the other end through it and pull to cinch and organize the largest loads, then twist around a handle or anchor point. Two or more Gear Ties can also be looped together to create a chain of any length - the configuration possibilities are as endless as the number of mega-sized things it will organize, hang, connect, attach, and carry.

“Combining the capabilities of the original Gear Tie Loopable with the Mega size creates the perfect solution for bundling and organizing large items such as water and air compressor hoses. Not only does it help bundle and store, but it creates an easy way to hold and carry,” [Nite Ize Founder and CEO Rick Case](#) said.



The Gear Tie Loopable Mega is available in black, bright orange, and neon yellow for \$8.99. Available soon from [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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