



Nite Ize Expands Iconic Gear Tie Line with New Colors, New Sizes

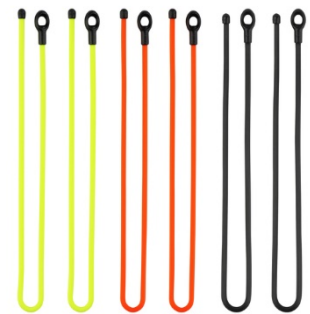
BOULDER, Colo., January 8, 2019 – Nite Ize®, a leading manufacturer of innovative solution-based products, is expanding their line of [Gear Tie® Reusable Rubber Twist Ties™](#) with new colors and sizes.

“Gear Ties are one of those versatile items that people can’t have enough of, whether they’re at home, in their car, or enjoying the outdoors,” said Nite Ize Founder and CEO Rick Case said.

The [Gear Tie Loopable™](#) features an integrated loop on one end that makes this design perfect for cinching, hanging, and bundling. With a new narrow-gauge 18-inch length available in black, bright orange, and neon yellow, this Gear Tie Loopable makes organizing gear at home or on-the-go even simpler. The patented Gear Tie design features a bendable wire inside that’s bonded to a grippy rubber exterior designed to hold tight and withstand the elements. The Gear Tie Loopable in the 18” size is available in a two-pack for an MSRP of \$9.99.



The original Gear Tie line is also expanding to include new colorways. “We found that people either want their Gear Ties to be very visible or disappear,” said Case. “So, we added colors to reflect those needs.” Now available in charcoal, coyote (tan), and bright blue in all sizes (in addition to neon yellow, bright orange, and black), the original Gear Tie is offered in 3-inch, 6-inch, 12-inch, 18-inch, 24-inch, 32-inch, and 64-inch sizes with MSRPs that range from \$4.49 to \$7.49.



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

About Nite Ize:

Nite Ize designs and manufactures inventor-driven products that organize your life, protect your gear, light your way, and creatively solve everyday problems. Headquartered in Boulder, Colo., the company celebrates its 30th anniversary in 2019 and offers more than 500 products in a variety of channels, including Mobile, Hardware, Pet, LED Lights + Accessories, Bike + Fitness, and Games + Fun. Still captained by its founder and CEO, Rick Case, the Nite Ize team is passionate about their products, customers, partners and the environment.

For more information, please visit [Nitelze.com](#).

Media Contact: Jason Silva, CGPR (for Nite Ize) / 781.639.4924 x112 / jason@cgprpublicrelations.com