

Nite Ize Limits Environmental Impact by Launching Reusable LED Mini Glowstick

BOULDER, Colo., Jan. 6, 2016 – Over the last 26 years, Nite Ize® has introduced hundreds of products to the market that enhance visibility and safety. Today, the Colorado manufacturer announces an excellent alternative to traditional chemical glowsticks: the new [Nite Ize LED Mini Glowstick](#). Compact yet powerful, this handheld light is a useful addition to a vehicle's emergency kit or a fun accessory for nighttime entertainment.

“Limiting our environmental impact is an important initiative for our company,” Nite Ize CEO and Founder Rick Case said. “We seek to manufacturer products that are reusable and not thrown away after the initial run time expires – this LED Mini Glowstick is chemical-free and powered by batteries so users can easily replace them and extend the life of the product. We feel this provides value to not only the consumer but the environment as well.”

The LED Mini Glowstick features a sleek design fabricated from durable plastic. The glowstick body is a soft white translucent tube that allows colorful light to shine brightly. Available in four LED colors including green, red, white and blue, the light turns on and off with a simple twist of the top cap. Included with the glowstick is a small plastic size [#0 S-Biner](#) that can be clipped easily. With replaceable batteries that last over 60 hours, this light offers endless hours of nighttime visibility and entertainment. This glowstick is also waterproof to one meter and will float.



Technical specifications:

- Dimensions: 0.618" x 1.406" x 0.138" | 15.7mm x 35.7mm x 3.5mm
- Weight: 0.07oz | 2g
- Four replaceable AG-3 batteries included
- MSRP: \$2.99 and \$5.99 (two pack)

For more information about the Nite Ize LED Mini Glowstick and other new 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 27th anniversary in 2016 and offers more than 500 innovative products and 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 Nitelze.com.

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