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Nite Ize Introduces Everyday Carry Tool with Built-In Ratchet

Multi-Tool Features Ratchet with Bits, Bottle Opener and More

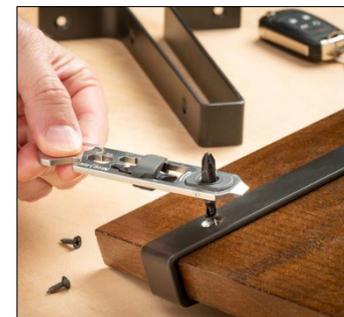
BOULDER, Colo. – Aug. 2, 2021 – [Nite Ize®](#), a leading manufacturer of innovative solution-based products, today launched the DoohicKey® Ratchet Key Tool, sure to be an instant hit with everyday carry enthusiasts. Available at retail in fall 2021, the new multi-tool allows for quick fixes in tight spaces and on-the-go.

“Our DoohicKey multi-tools continue to resonate with everyday carry enthusiasts all over,” said Rick Case, Nite Ize founder and CEO. “This new design amps up the utility with a dual-sided ratchet, giving users more torque and versatility for quick fixes whenever, and wherever they come up.”

The [DoohicKey Ratchet Key Tool](#) expands upon previous DoohicKey designs by introducing a full-service ratchet to its lineup of integrated tools. One side allows for tightening while the other provides loosening, with a rubber bit holder in its center that holds two flathead bits and two Phillips bits. In addition to the ratchet, this DoohicKey features a bottle opener, wrenches, pry tool, scoring point and standard and metric rulers. Affixed with a carabiner clip, users can attach the tool to their keys, bag or tool belt for portable utility. MSRP \$14.99

For more information, watch this [47-second product video](#).

To learn more about this Nite Ize product, visit NiteIze.com.



DoohicKey Ratchet Key Tool

About Nite Ize

Founded in 1989 and headquartered in Boulder, Colorado, Nite Ize designs, manufactures and globally distributes innovative, inventor-driven products that creatively solve everyday challenges. Nite Ize offers more than 500 products across various channels including: Waterproof Protection, Mobile, Hardware, Illumination, Bike + Fitness and Pet. Led by original founder Rick Case, Nite Ize team members are passionate about their products, customers, partners and the environment. For more information, visit NiteIze.com.

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