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Nite Ize Updates GearLine Organization System *Now Available in a Tactical Color Option*

BOULDER, Colo. – June 23, 2020 – Nite Ize®, a leading manufacturer of innovative solution-based products, today introduced an updated version of its **GearLine® Organization System** with a new Coyote and Black color option. Providing a neutral color combination for backpackers, sportsmen and outdoor enthusiasts, the new option will be available at retail in late Summer 2020.

“We’re happy to revamp a well-loved organization tool that can be used in the woods, on a boat, in the garage, or in countless other places where things need to be stored and within reach,” Rick Case, CEO and founder of Nite Ize said.

The **GearLine Organization System** is the hang-anywhere, hang-everything four foot webbing line equipped with multiple-sized plastic S-Biners attached to multiple bar-tacked loops. Featuring an adjustable 12” **Gear Tie® Reusable Rubber Twist Tie** on each end, users can hang the GearLine virtually anywhere, using the grippy rubber exterior and bendable wire interior of the Gear Ties to form and secure it around objects. Made of high-quality, wear-resistant webbing, each **S-Biner®** clips securely and unclips easily for fast, convenient attachment and detachment, and can be simply interchanged. The GearLine can be hung horizontally for easy accessibility, or vertically to maximize storage space. MSRP \$19.99.



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: Travel, 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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