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Nite Ize Launches Waterproof Travel Pouches with Award-Winning TRU Zip

Submersible Flat Pouches Provide Touchscreen Capability and On-The-Go Protection

BOULDER, Colo. – June 23, 2020 – Continuing to diversify their groundbreaking RunOff® Waterproof Bags collection featuring TRU® Zip technology, [Nite Ize®](#), a leading designer and manufacturer of innovative solution-based products, today announced its newest addition: **RunOff Waterproof Travel Pouches**. Offered in Small and Medium sizes, these touchscreen-friendly, submersible pouches will be available at retail in late Summer 2020.

RunOff Waterproof Bags feature TRU Zip, the first silent, sliding, toothless and submersible zipper system equipped with a dustproof and waterproof IP67 rating. The slide-to-secure TRU Zip zipper creates an impenetrable seal when fully closed, providing ultimate protection and assurance whether out on the boat, caught in a downpour on the trails, sunbathing at the beach, or packing a suitcase.

“We continue to discover new and inventive ways to incorporate TRU Zip technology into our designs, allowing us to deliver waterproof bags to consumers in ways never seen before,” Rick Case, CEO and founder of Nite Ize said.

Featuring a clear, touchscreen-friendly window, the RunOff Waterproof Travel Pouch allows for the use of apps while enabling users to quickly identify inner items. This low-profile, flat pouch design easily slides into backpack pockets, purses and carry-on luggage without taking up much space, but can also be clipped onto a bag at its integrated attachment points. The [RunOff Waterproof Small Travel Pouch](#) can hold a smartphone, boarding passes, wallet items, snacks and small travel essentials and is available in Blue and Charcoal. Interior dimensions measure 6.8” X 5.4” with an MSRP of \$24.99. The [RunOff Waterproof Medium Travel Pouch](#) accommodates eReaders, tablets and mid-sized items, such as maps, field notebooks, headlamps and other adventure and travel necessities. It is also available in Blue and Charcoal. Interior dimensions measure 8” X 7” with an MSRP of \$29.99.

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 [Nitelze.com](#)

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*RunOff Waterproof
Small Travel Pouch*



*RunOff Waterproof
Medium Travel Pouch*