

Media Contact:

Maryanne Keeney, CGPR

Maryanne@cgprpublicrelations.com

857-285-3535

Nite Ize Introduces Enhanced Iconic BugLit® Micro Flashlight

Rechargeable Option Available, New Colors Added to Original BugLit

BOULDER, Colo. - January 7, 2020 – [Nite Ize®](#), a leading manufacturer of innovative solution-based products, today introduced an enhanced model of its whimsical **BugLit® Micro Flashlight**, featuring four bendable Gear Tie legs. Arriving at retail in early Spring 2020, the redesigned BugLit is now rechargeable and available in new color combinations.

The portable BugLit® Rechargeable Micro Flashlight combines an INOVA Microlight body with four fully bendable Gear Tie legs that can be wrapped, bent or twisted to sit, stand or hang in virtually any place where light is needed, leaving the hands free to attend to tasks. Featuring four light modes, the BugLit can be easily attached, courtesy of a lightweight Nite Ize S-Biner®. Clip onto zippers, keychains and backpacks for instant access on-the-go.

“We love seeing people discover fun new ways to use their BugLit,” Nite Ize CEO and founder Rick Case said. “Some hang it from the ceiling of a tent for an area light, set it on their bedside table for a night light or clip it onto a backpack for a backup light. By introducing rechargeable capabilities to our whimsical microlight, we’re allowing users to bring the BugLit into their daily routine.”

- **[BugLit Rechargeable Micro Flashlight:](#)** The new rechargeable BugLit has a run time of four hours and 30 minutes on high and recharges to full capacity in one hour and 30 minutes via micro USB cable (not included). Available in three color combinations. MSRP \$19.99
- **[BugLit Micro Flashlight:](#)** The original BugLit now features several new color combinations, including Lime, Bright Blue, Coyote and Multicolor. MSRP \$12.49

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, LED Lights + Accessories, Bike + Fitness, Pet and Games + Fun. Led by original founder Rick Case, Nite Ize team members are passionate about their products, customers, partners and the environment in which they live. For more information, visit NiteIze.com.

###

*BugLit Rechargeable Micro Flashlight**BugLit Micro Flashlight*