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Nite Ize Debuts Rechargeable NiteDog LED Collar and Leash

Light-Up Collar and Leash Enhance Visibility, Convenience and Playtime

BOULDER, Colo. - (January 7, 2020) – Nite Ize®, a leading manufacturer of innovative solution-based products, today introduced the **NiteDog™ Rechargeable LED Dog Collar** and **NiteDog™ Rechargeable LED Leash**, integrating eye-catching illumination into premium pet gear, arriving at retail in early Spring 2020.

“The new NiteDog collar and leash refresh our collection of pet products with brilliant LED illumination,” said Rick Case, CEO and founder of Nite Ize “As pet owners ourselves, we understand the need to make sure our pets are seen and safe during low-light activities, whether in the backyard, on a walk or at the dog park.”

Featuring high-powered LEDs and optical fiber technology, both the NiteDog rechargeable collar and leash deliver full-length illumination, enhancing pet visibility. With the added convenience of rechargeability, both the collar and leash are designed for daily use, fully charging in one hour and 15 minutes via micro USB cable.

- **[NiteDog Rechargeable LED Dog Collar](#)**: Featuring easy push-button operation, the water-resistant NiteDog Rechargeable Collar provides illumination around the entire circumference of the collar for up to six hours and 30 minutes on a single charge. Made with a durable metal belt-buckle closure, the adjustable collar is available in four sizes (Small through X-Large), fitting a variety of dog breeds. Available in Lime/Green LEDs or Blue/Blue LEDs. MSRP \$24.99
- **[NiteDog Rechargeable LED Leash](#)**: This durable, five-foot leash features a soft-grip padded handle with full-length illumination. With push-button operation, water resistance and high-quality metal hardware, this leash provides visibility for six hours and 30 minutes on a single charge. . Available in Lime/Green LEDs or Blue/Blue LEDs. MSRP \$29.99



NiteDog Recharge. LED Dog Collar



NiteDog Rechargeable LED Leash

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.

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