



Media Contact:

Rajira Hernandez, CGPR
rajira@cgprpublicrelations.com
781.639.4924 x118

Nite Ize Debuts RadDog Collapsible Bowl for Pets at Outdoor Retailer 2019

Easily transported hydration and feeding vessel folds up to the size of a pack of gum

BOULDER, Colo. (June 18, 2019) – [Nite Ize](#), a leading manufacturer of innovative solution-based products, today introduced the RadDog™ Collapsible Bowl at Outdoor Retailer Summer Market, booth # 42070-UL. Designed for pet owner convenience and easy transport and packability, this portable dog bowl folds down to the size of a pack of gum and can easily be stored in a pocket, purse or clipped to a belt loop for hands-free carrying.

Whether hiking, camping, traveling or navigating sidewalks during the hot summer months, pet owners can eliminate the hassle of carrying bulky hydration solutions while on-the-go with their pets. Made from lightweight, coated nylon, the leak-proof bowl holds up to 16 ounces of food or water. The built-in elastic storage loop and double-gated plastic S-Biner® MicroLock® make the collapsible bowl easy to secure to backpacks or belt loops. Weighing less than an ounce, the [RadDog Collapsible Bowl](#) comes in two colors, blue and green, and will retail for \$9.99.



“As a pet owner myself, I want to make sure my dogs are happy and hydrated wherever we go.” said Rick Case, CEO and founder of Nite Ize. “The convenience and accessibility of the RadDog Collapsible Bowl makes it the perfect on-the-go hydration solution.”

Nite Ize is supporting growing interest and momentum in pet accessories, having recently introduced the RadDog All-In-One Collar + Leash, a collar with a built-in 36-inch retractable leash, providing a seamless transition between on and off-leash activity. With the RadDog Collapsible Bowl, Nite Ize extends its family of convenience-focused pet products.



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. Recognized as the creator of the first universal flashlight headband-mount and the leading hands-free mobile mounting system (Steelie®), Nite Ize today catalogs more than 500 products across various channels including: Mobile, Hardware, LED Lights + Accessories, Bike + Fitness, Pet, Games + Fun and Travel. Led by original founder Rick Case, Nite Ize team members are passionate about their products, customers, partners and the environment in which they live. In 2019, the company celebrates its 30th anniversary. For more information, visit NiteIze.com.

###