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**Nite Ize Expands Portable Task Illumination Solutions**

Lighting Paired with Iconic Gear Tie Showcases Hands-Free Versatility

**BOULDER, Colo. – Jan. 20, 2021 –** [Nite Ize®](#), a leading manufacturer of innovative solution-based products, today expanded its successful task lighting line with the debut of the **Radiant® 170 Rechargeable Task Light**. Utilizing rare earth magnets and a Gear Tie® Reusable Rubber Twist Tie™, this task light offers hands-free versatility and will be available mid-February at retail.

“We are constantly evaluating solutions to provide consumers convenience in their day-to-day life,” said Rick Case, Nite Ize founder and CEO. “Our newest illumination offerings not only reduce single-use battery consumption, but also provide a wider range of uses. By combining our Gear Tie with the Radiant 170 rechargeable light, we engineered a hands-free solution for completing tasks or projects.”

The [Radiant 170 Rechargeable Task Light](#) incorporates a 12-inch Gear Tie within a detachable mount, allowing the light to wrap securely around items. Alternatively, the mount also incorporates strong, rare earth neodymium magnets to secure the task light to metal surfaces around the house, on the job site, or at the campsite. Featuring dual-color illumination, the Radiant 170 provides even lighting with chip-on-board (COB) technology, four modes, and an adjustable tilt, and recharges in approximately two hours and forty minutes. MSRP: \$24.99

For more information about this Nite Ize product, visit [Niteize.com](http://Niteize.com) or watch this [51-second product video](#).

**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](http://Niteize.com).



*Radiant 170 Rechargeable Task Light*

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