



Media Contact:

Maryanne Keeney, CGPR

Maryanne@cgprpublicrelations.com

Nite Ize Introduces Powerful Everyday Carry Lights

Pocket-Sized Lighting Delivers High Performance and Reliability When You Need It Most

BOULDER, Colo. - January 7, 2020 – **Nite Ize®**, a leading manufacturer of innovative solution-based products, today introduced three products reflecting the growing consumer demand for everyday carry lights that combine top line performance and compact convenience with rechargeable options. The new **Radiant® 100 Keychain Flashlight** and the **Radiant® Rechargeable Microlight** expand a growing illumination category, raising the industry standard for easy-to-use compact lighting solutions. All three products will arrive at retail in early Spring 2020.

“Flashlights are only as useful as they are convenient and accessible, so it is important that we create products that are high-performance and easy to carry,” Rick Case, CEO and founder said. “We’re excited to continue innovating everyday carry lighting with our new Radiant flashlights, making daily use and easy access both possible and practical.”

Radiant 100 Keychain Flashlight: Powered by a single, replaceable AAA battery, the Radiant Keychain Flashlight boasts 100 lumens of bright and powerful light in a compact aluminum body that fits on a keychain. The flashlight, with high and low modes, comes with an S-Biner® MicroLock® for easy attachment, is waterproof (IPX7) and impact-resistant up to one meter. MSRP \$19.99

Radiant Rechargeable Microlight: This compact light features four modes and easy push-button operation. It conveniently attaches to a zipper or keychain with an included S-Biner®. The microlight stays illuminated for 4 hours and 30 minutes on a single charge, quickly recharging via micro USB. Its polycarbonate body is durable, water-resistant, and crush-resistant. MSRP \$19.99

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, 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.

###



Radiant 100 Keychain Flashlight



Radiant Rechargeable Microlight