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## **Nite Ize Announces New Radiant Rechargeable Glow Stick** *Rechargeable LED Glow Stick Replaces Outdated Single-Use Chemical Glow Sticks*

**BOULDER, Colo. - January 7, 2020 – Nite Ize®**, a leading manufacturer of innovative solution-based products, today debuted the **Radiant® Rechargeable LED Glow Stick with Disc-O Select™**, arriving at retail in early Spring 2020. With no chemicals to worry about or batteries to replace, this long-lasting LED glow stick blends the convenience of rechargeability with a waterproof body.

“We’re excited to bring innovation to the glow stick category, supporting reusability and eliminating the waste that comes with this traditional single-use product,” said Nite Ize CEO and founder, Rick Case. “We’ve added rechargeability with Disc-O Select ‘choose your color’ technology to give users a brand new experience with this classic product.”

**Radiant Rechargeable LED Glow Stick with Disc-O Select:** This high performance, long-lasting, waterproof (IPX7) glow stick is ideal for outdoor adventures, emergency kits and backyard fun. With Disc-O Select™ technology, users may leave it in color-changing Disc-O mode or choose from four different color options. The included S-Biner® also allows users to clip the glowstick onto their backpack or straps for safety lighting. MSRP \$11.99



*Radiant Rechargeable LED Glow Stick*

### **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](http://NiteIze.com).

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