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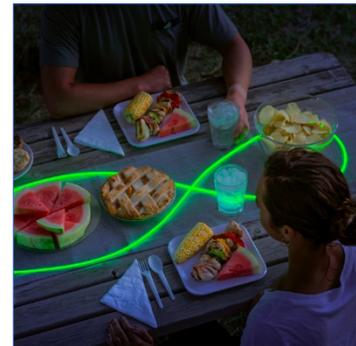
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Nite Ize Introduces Eye-Catching Fiber Optic String Light

Rechargeable and Portable String Light Provides Full-Length Illumination

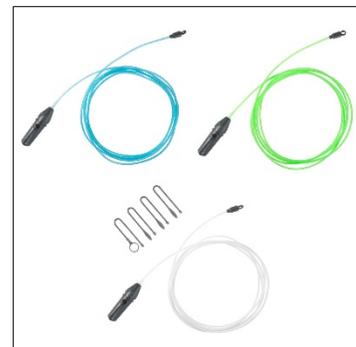
BOULDER, Colo. – Jan. 20, 2021 – [Nite Ize®](#), a leading manufacturer of innovative solution-based products, today expanded its successful Radiant® illumination line with the debut of the **Radiant® Rechargeable ShineLine™** using fiber optic and LED technology. With integrated Gear Ties for versatile mounting and “pass-through power” technology for extended power options, the ShineLine expands their unique line of illumination and will be available at retail in mid-February.



“With the rise in outdoor activities, there is high demand for technology that not only makes this experience more enjoyable, but also, extends the outdoor experience to after sunset,” said Rick Case, Nite Ize founder and CEO. “We know that an entirely new group of consumers has discovered the outdoors. We want to make sure they stay engaged – which is why we work hard to create best-in-class solutions that are convenient, durable, versatile and fun.”



The [Radiant Rechargeable ShineLine](#) provides 10 feet of full-length illumination using fiber optic and LED technology, and utilizes four Gear Tie® Reusable Rubber Twist Ties to quickly and securely hang or attach virtually anywhere. Available in green, blue or white LED with both glow and flash modes, this string light easily wraps around a bike frame to increase visibility, can be used to light up a campsite or backyard barbecue and can add ambiance to your child’s room. The pass-through power technology enables the ShineLine to be powered via a built-in rechargeable battery, USB AC or DC power source or USB battery bank, remaining lit while charging. MSRP: \$29.99



Radiant Rechargeable ShineLine

For more information about this Nite Ize product, visit NiteIze.com or watch this [39-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.

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