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Nite Ize Expands Line of Award-Winning RunOff Waterproof Bags Featuring Patented TRU Zip Technology

New Designs Provide Clear, Touchscreen-Friendly Capability for Easy Access to Smart Devices

BOULDER, Colo. - January 7, 2020 – Building on the successful launch a year ago of RunOff® Waterproof Bags with TRU® Zip technology, **Nite Ize®**, a leading designer and manufacturer of innovative solution-based products, today announced its expansion of the award-winning travel collection. The newest products include the **RunOff® Waterproof Phone Case**, **RunOff® Waterproof Phone Pouch**, **RunOff® Waterproof Tablet Case** and the **RunOff® Waterproof Small Packing Cube**, available at retail in early Spring 2020.

RunOff Waterproof Bags feature TRU Zip, the first sliding, toothless zipper with dustproof and waterproof protection (IP67). The silent, slide-to-secure TRU Zip zipper delivers an impenetrable waterproof seal, providing maximum reliability whether left out in the rain or fully submerged in one meter of water for up to 30 minutes.

“The response to our RunOff Waterproof Bags has been incredible,” Rick Case, CEO and founder of Nite Ize said. “By reinventing the zipper, we’re able to make products that have never been made before. The newest additions to RunOff make device operation and accessibility simple, while giving you the confidence that even in the elements, your valuable gear and devices will be protected.”

With RunOff Waterproof Bags, gear and devices are protected from moisture, sand and dust while on the water, on the trails, at the beach or on the slopes. The Nite Ize RunOff Waterproof Bag collection now includes the following new designs:

RunOff Waterproof Phone Case: The slim design fits in most pockets and can be worn or attached with the included lanyard or belt loop, protecting your phone in virtually any environment. Designed with a clear, touchscreen-friendly window, this compact case allows the use of front/back cameras even when submerged up to one meter. The interior card/key holder allows you to keep your cards, cash and phone in one convenient place. Case design fits a wide range of phones. MSRP \$39.99

RunOff Waterproof Phone Pouch: The clear, touchscreen-friendly window allows the use of apps and the front/back camera while inside the pouch, even when submerged up to one meter. The built-in attachment points and an included adjustable lanyard make it easy to carry while out on the water or on-the-go. Pouch design fits a wide range of phones. Available in Blue, Orange and Charcoal. MSRP \$34.99



RunOff Waterproof Phone Case



RunOff Waterproof Phone Pouch

RunOff Waterproof Tablet Case: With integrated attachment points and an adjustable lanyard, users can carry tablets in portrait or landscape orientation while keeping their hands free. The clear, touchscreen-friendly window ensures the tablet and camera can be used while inside the case, even when submerged up to one meter. Case design fits a wide range of tablets. MSRP \$49.99

RunOff Waterproof Small Packing Cube: This small packing cube seals in mess-prone items, protects gear from the elements and doubles as a compression bag. The reinforced nylon handle makes this bag easy to carry, and the translucent front allows for simple organization and easy identification of desired items. MSRP \$39.99

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 Nitelze.com.

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RunOff Waterproof Tablet Case



RunOff Waterproof Small Packing Cube