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Nite Ize Reimagines Iconic S-Hook Design For Hanging Objects Anywhere
High-Performance S-Hooks Offer Versatile Mounting Options

BOULDER, Colo. – Jan. 20, 2021 – [Nite Ize®](#), a leading manufacturer of innovative solution-based products, today unveiled two S-Hook products providing convenience and versatility for hanging and securing items at home, job sites or on-the-go. The **Gear Tie® Bendable S-Hook** and the **S-Biner® Hook 'N Hold™ S-Hook** will be available at retail mid-February.

“We are constantly listening to consumers and evaluating innovative ways of solving problems in their daily lives,” said Rick Case, Nite Ize founder and CEO. “Our new S-Hooks break away from the classic design to offer consumers a more user-friendly approach to securing and hanging items in ways that were not possible before.”

[Gear Tie Bendable S-Hook](#): The Gear Tie Mega Reusable Rubber Twist Tie has been reimagined into a waterproof and UV-resistant bendable S-Hook featuring a strong, flexible wire interior with a soft, grippy rubber exterior. Easily bending and forming around objects indoors and out, this S-Hook expands the utility and versatility of the classic design. MSRP: \$4.99 For more information, watch this [35-second product video](#).



Gear Tie Bendable S-Hook

[S-Biner Hook 'N Hold S-Hook](#): Using a strong stainless-steel body with a weight rating of 75lbs., this S-Hook features a hook on one side and gated chamber on the other. The clip side keeps the hook in place and the hook side provides easy and direct access to items. Or, users can attach the S-Hook to an anchor point on the hook side, while using the clip to securely hold items instead. MSRP: \$3.49



S-Biner Hook 'N Hold S-Hook

For more information about these Nite Ize products, visit Nitelze.com.

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 Nitelze.com.

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