



Media Contact:
Rajira Hernandez, CGPR
rajira@cgprpublicrelations.com
781.639.4924 x118

Nite Ize Debuts TagLit™ Rechargeable Magnetic LED Marker at 2019 Outdoor Retailer Summer Market

*Wearable, easily-attached light adds instant visibility before dusk or after dark;
Rechargeable option saves landfills from used batteries*

BOULDER, Colo. (June 18, 2019) – [Nite Ize®](http://NiteIze.com), a leading manufacturer of innovative solution-based products, is extending its popular TagLit™ series of user-friendly wearable LED fitness accessories with a larger and fully rechargeable addition. The TagLit Rechargeable is easy to attach, using powerful magnets to clasp onto apparel, hats, backpacks and more to increase nighttime visibility. Whether walking the dog after dusk, taking an evening run, or enjoying evening sporting activities, the versatile and weather-resistant rechargeable TagLit provides edge-to-edge illumination for safety and visibility. The Nite Ize TagLit Rechargeable will debut at the Outdoor Retailer Show in Denver, June 18-20, booth 42070-UL.

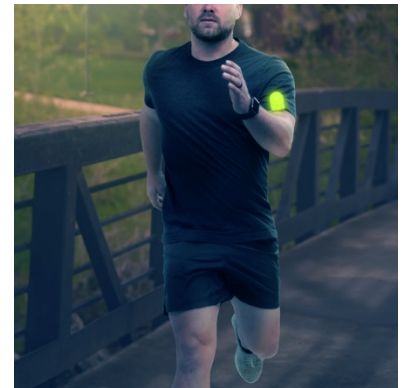
“Seasonal, warm weather encourages more outdoor activity, especially in the evening hours,” said Rick Case, CEO and founder of Nite Ize. “The TagLit is lightweight and attaches easily to everything from backpack straps to cycling jersey pockets, adding that extra level illumination for safety after dusk. The rechargeability of this TagLit makes offers added convenience, while also reducing the amount of used batteries entering our already overloaded landfills.”

Now available in a USB-rechargeable option, the TagLit gains full charge in 1.5 hours, and delivers bright illumination for up to 7 hours. The Rechargeable TagLit is push-button activated and uses a powerful magnetic closure formed by neodymium magnets, creating a secure hold that doesn’t require buttons, clasps or straps. Additionally, the Rechargeable TagLit features a passively reflective pattern and delivers full edge-to-edge illumination, resulting in a bright and steady glow that can be easily switched to flash-mode for added visibility after dusk or before dawn.

The [TagLit Rechargeable LED Marker](#) is available in both a red exterior with a red LED and neon yellow exterior with a green LED for an MSRP of \$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. Recognized as the creator of the first universal flashlight headband-mount and the leading hands-free mobile mounting system (Steelie®), Nite Ize today catalogs more than 500 products across various channels including: Mobile, Hardware, LED Lights + Accessories, Bike + Fitness, Pet, Games + Fun and Travel. Led by original founder Rick Case, Nite Ize team members are passionate about their products, customers, partners and the environment in which they live. In 2019, the company celebrates its 30th anniversary. For more information, visit NiteIze.com.



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