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## NITE IZE CELEBRATES 30 YEARS OF INNOVATION

**BOULDER, Colo. 5.8.2019** – Nite Ize®, a leading designer and manufacturer of inventor-driven products that enhance lives and solve everyday challenges, is celebrating 30 years in business. Originally founded in 1989 by an inventor with an entrepreneurial spirit, Nite Ize emerged with the first headband-mount for flashlights. Today, the company boasts a catalog of more than 500+ products including the leading hands-free mobile mounting system, Steelie® and award-winning line of RunOff® Waterproof Bags featuring proprietary TRU™ Zip technology developed by Nite Ize.

“I never thought that an idea for a new product, and \$1,500.00 borrowed from family when I was in college, would turn into a lifetime career as an inventor and entrepreneur,” said Rick Case, Nite Ize founder and CEO. “I’m incredibly grateful to everyone who has supported Nite Ize through our first 30 years, and I promise there will be even more incredible innovation in the future.”



In that 30 year span, Nite Ize has evolved from a small, cabin-based startup to a global brand. The company’s vast array of useful products can often be found in one’s home, garage, car, backpack, and toolbox, and are revered by DIYers, outdoor enthusiasts, people on-the-go, pet lovers, and others. Nite Ize’s focus remains on innovation as evidenced by the company’s recent debut of TRU Zip, the first waterproof, dustproof, toothless zipper assembly, marking the first major evolution for zipper technology since its initial creation in 1893. In doing so, Nite Ize has unlocked the potential for integration across bags and travel gear through outerwear and apparel. To spotlight design possibilities, Nite Ize introduced TRU Zip within its own branded line of waterproof accessory bags, RunOff, available in a wallet size through large packing cube.

Housed within two buildings located in Boulder County, Colorado, including a new 160,000-square-foot global distribution headquarters, Nite Ize employs more than 250 team members. Brenda Isaac, vice president of marketing, has worked for Nite Ize for 17 years. “I’m proud to be a part of the amazing team at Nite Ize. Rick’s passion and entrepreneurial spirit drive our desire to succeed every day. It’s an honor to be able to build our brand, create genuine connections with our community of customers, and develop products that tap into the unlimited power of invention and discovery.”

To join Nite Ize in its year-long celebration, brand fans are encouraged to follow @Nitelze on Instagram and share adventures by tagging #LifesAdventureKit.

**About Nite Ize:** Founded in 1989 and headquartered in Boulder, Colorado, Nite Ize designs, manufactures and globally distributes innovative, inventor-driven products that organize your life, protect your gear, light your way, and creatively solve everyday problems. The company celebrates its 30th anniversary in 2019 and offers more than 500 products in a variety of channels, including Mobile, Hardware, Pet, LED Lights + Accessories, Bike + Fitness, 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. For more information, visit [Nitelze.com](http://Nitelze.com).