

## Nite Ize Unveils Custom Fit NiteHowl LED Safety Necklace for Dogs

**Boulder, Colo. (March 24, 2015)** - [Nite Ize](#), the leading innovator in solution-based products, today announced the release of its newest pet product, the [NiteHowl LED Safety Necklace](#) (MSRP \$12.19) for dogs. The durable, weather resistant necklace is engineered from a flexible polymer tube that can be easily trimmed to create a custom fit. Illuminated by two bright red LEDs, the NiteHowl lights up a full 360 degrees making your dog clearly visible from all angles for nighttime safety and fun. Perfect for the park, hiking or camping, simply slide the NiteHowl over your dog's neck, set the light to either flash or glow mode and you're off.

### NiteHowl LED Safety Necklace Product Features

- Features two bright red LED, flash or glow modes
- Easily slides over your dog's neck as a bright LED addition to an existing collar
- Universal sizing cut to fit from 12"- 27"
- 360 degree illumination
- Battery Life: 60 hours
- Weather resistant
- Features 2 x 1154 3V replaceable alkaline batteries
- Dimensions: adjustable length 12" – 27" x .3" diameter (30.5 cm – 68.5 cm x 7.6 mm)
- Weight: 2.1 oz | 59.5 g
- MSRP \$12.19
- Product Link: <http://www.niteize.com/product/NiteHowl-LED-Safety-Necklace.asp>



### **About Nite Ize, Inc.:**

Founded by creativity and innovation, Nite Ize designs, manufactures and distributes solution-based products with quality and performance at their core. Nite Ize celebrates its 25<sup>th</sup> anniversary in 2014 offering over 400 innovative products & accessories in five unique categories: Mobile, Hardware, LED, Flashlight, and Tool. Nite Ize is headquartered in Boulder, CO with a team that is passionate about their products, customer satisfaction, their partners and the environment. For more information, please visit <http://www.niteize.com> or Nite Ize on Facebook <https://www.facebook.com/NiteIze>.

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