



**For Immediate Release**

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## **Nite Ize Introduces CamJam Cord Tightner - Small**

BOULDER, Colo. (January 1, 2013) — Nite Ize, Inc., a leading manufacturer of innovative products and accessories, announced today the introduction of the CamJam Cord Tightner size small. The innovative knot-free device is now available in a smaller size to accommodate smaller items and lighter loads. The CamJam Small is compact and lightweight, designed for use with narrow cord and can be used to secure loads, hang banners or anything requiring a taught cord. The stainless steel gated carabiner can be anchored to any hook, D-ring, or loop. This versatile product makes tightening even the smallest cord simple and secure.

“Anyone who struggles with tying a knot to secure a box in the back of their vehicle or hang a tarp will appreciate the CamJam Cord Tightener,” said Rick Case, Nite Ize founder and CEO. “Its innovative design features no moving parts to break or wear out, and it’s easy for anyone to use, making it the perfect knot-free solution to securing lighter loads of all types.”

The CamJam Small is available in either a two pack or a two pack that includes a 1 x 12' section of reflective cord. A snap to adjust, the CamJam Small offers two versatile systems of use and can be used and reused hundreds of times. Feed the cord (from 1.8mm to 3mm in diameter) through the cam, adjust to the desired tension, and pull firmly—it locks into place and stays that way until you release it by rotating the cam. The CamJam, made of sturdy, durable nylon, is small in size but big in functionality.

CamJam Small 2PK MSRP: \$2.79

CamJam 2PK with 12' rope MSRP: \$5.59

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

*Nite Ize was founded by creativity and has continued to commit to innovation throughout 24 years of business. Nite Ize products and brands strive to exemplify problem/solution based products with quality and performance at the core. Nite Ize takes pride in the way they conduct their business and do what they say they will do. Nite Ize team members are passionate about their products, customer satisfaction, their partners and the environment.*

*Nite Ize operates from its corporate offices in Boulder, Colorado, and offers over 400 innovative products & accessories in five unique categories: Mobile, Hardware, LED, Flashlight, and Tool. Its products are sold in over 60 countries by the world’s most recognized retailers. For more information, please visit [www.niteize.com](http://www.niteize.com).*