



The New SlapLit Combines 80's Fun with Modern Technology

BOULDER, Colo., January 8, 2019 – Nite Ize®, a leading manufacturer of innovative solution-based products, is introducing a new [SlapLit™ Rechargeable LED Slap Wrap](#) to the wearable lighting world. By combining the fun 80's era slap-bracelet with long-lasting LED in a rechargeable package, the new SlapLit is as versatile as it is convenient.

“At Nite Ize, we like to create products that are fun and functional,” said Nite Ize Founder and CEO Rick Case. “Each year, three billion batteries end up in landfills. By making the SlapLit USB rechargeable, we are giving people a more environmentally friendly option that saves them from the hassle of buying more batteries.”

With a steel spring band, the SlapLit features a “slap to wrap” design that holds securely and adds instant nighttime visibility. Featuring glow or flash modes, along with a passively reflective design, the SlapLit is perfect for nighttime fitness and fun. The versatile SlapLit can be wrapped around an arm while walking or running, used to tie back a pant leg for dark bicycle commutes, or to keep an eye on the kids while camping.

The SlapLit recharges in only 1.5 hours with a standard micro USB cable, and the bright light lasts for 5 hours. Available in neon yellow (with green LEDs) or red (with red LEDs) for an MSRP of \$19.99.

For more information about the SlapLit Rechargeable LED Slap Wrap, visit NiteIze.com.

About Nite Ize:

Nite Ize designs and manufactures inventor-driven products that organize your life, protect your gear, light your way, and creatively solve everyday problems. Headquartered in Boulder, Colo., the company celebrates its 30th anniversary in 2019 and offers more than 500 products in a variety of channels, including Travel, Mobile, Hardware, Pet, LED Lights + Accessories, Bike + Fitness, and Games + Fun. Still captained by its founder and CEO, Rick Case, the Nite Ize team is passionate about their products, customers, partners and the environment.

Media Contact: Jason Silva, CGPR (for Nite Ize) / 781.639.4924 x112 / jason@cgprpublicrelations.com

