

## New Nite Ize Key Accessories Not to Leave Home Without

### *SqueezeRing Easy Load Key Ring, HideOut Magnetic Key Box & DoohicKey FishKey Tool*

**BOULDER, Colo., Jan. 9, 2018** – Key accessories may seem small, but they can be a big part of everyday life. Nite Ize®, a manufacturer of products that solve everyday problems, reveals three new key accessory products that users will never want to leave home without. Introducing the SqueezeRing™ Easy Load Key Clip, HideOut™ Magnetic Key Box and DoohicKey® FishKey™ Tool.

**SqueezeRing Easy Load Key Clip:** All it takes is a gentle squeeze to easily load keys onto this uniquely designed split ring. Formed from heat-treated stainless steel with a strong built-in clip, the SqueezeRing easily and securely attaches to pockets, purses, bags, and almost anywhere. Available in black and copper, the SqueezeRing is \$4.99 MSRP.



**HideOut Magnetic Key Box:** Introducing a whole new world of high-quality, waterproof magnetic storage. With a watertight seal and two powerful neodymium magnets, this durable magnetic container is perfect for hiding keys and more under a vehicle and around the home without worrying about whether the elements will damage its contents. An included metal plate with 3M® VHB® adhesive allows the HideOut to be attached to non-metal surfaces, like under wooden decks, plastic tables and more. Available for \$9.99 MSRP.



**DoohicKey FishKey Tool:** The DoohicKey FishKey Key Tool is a fish-shaped multi tool that attaches to a key ring using a stainless steel S-Biner® double-gated carabiner clip so it's always at hand when needed. This product's clever design incorporates a bottle opener, a serrated edge, and a flat-head screwdriver. The DoohicKey FishKey Key Tool is travel and airport friendly. Available for \$5.99 MSRP.



For more information about these new key accessories and others from Nite Ize, visit [Nitelze.com](http://Nitelze.com).

### **About Nite Ize:**

Founded on the principles of creativity and innovation, Nite Ize designs, manufactures and distributes solution-based products with quality and performance at their core. Headquartered in Boulder, Colo., the company celebrates its 29th anniversary in 2018 and offers more than 500 innovative products and accessories in seven unique categories: Mobile, Hardware, LED Lights + Accessories, Bike, Fitness, Pet, and Games + Fun. Still captained by its founder and CEO, Rick Case, the Nite Ize team is passionate about their products, their customers, their partners and the environment.

For more information, please visit [Nitelze.com](http://Nitelze.com).

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