

Nite Ize Steelie Universe Expands with New Components *Bar Mount & MultiStick Adapter Coming Soon*

BOULDER, Colo., Jan. 9, 2018 – Today, during the Consumer Electronics Show in Las Vegas, Nev., accessory manufacturer Nite Ize® introduces two new components that brilliantly expand the Steelie® universe of magnetic mounting solutions for smartphones. Introducing the Steelie Bar Mount and MultiStick™ Adapter.

“We pioneered the category of magnetic mounting solutions for smartphones and other devices with Steelie,” [Nite Ize Founder and CEO Rick Case](#) said. “Based on the enthusiasm for the product line, we are constantly expanding the Steelie universe to create new solutions that increase everyday convenience and accessibility.”

The concept of the Nite Ize Steelie product features a patented ball-and-socket magnetic design that provides convenient hands-free mounting solutions perfect at the office, in the home or on the road.

Steelie Bar Mount: This universal bar mount secures any smartphone equipped with a Steelie Magnetic Phone Socket or Magnetic Phone Socket Plus (sold separately) to bicycle handlebars, jogging strollers, grocery carts, and more. This intuitive mount attaches to nearly any bar with an adjustable, stretchy silicone strap that locks in place. The Magnetic Phone Socket then connects to the mount’s integrated Steelie ball and allows the device to articulate 360 degrees for the perfect viewing angle while remaining securely attached to the mount. An optional silicone harness is included for extra security on rough terrain and is designed to cradle even the largest phones – with or without a case. MSRP \$24.99.



Steelie MultiStick Adapter: For those that want the power of the Steelie Magnetic Phone Socket or Magnetic Phone Socket Plus but want the versatility to go magnet-free, the MultiStick Adapter is the perfect solution. Now, a Steelie magnet can be adhered either directly to a device using the 3M® VHB® adhesive or to the innovative MultiStick Adapter. * The MultiStick adhesive holds strong, removes easily and resticks multiple times providing the unique ability to be magnet-free when needed or to easily move the magnetic socket between devices and cases. It also provides a convenient way to share the Steelie concept with others. When needed, the adhesive can be reactivated by simply cleaning with soap and water and letting it air dry. Each kit includes: one MultiStick Adapter, one Magnetic Phone Socket replacement adhesive, one Magnetic Phone Socket Plus replacement adhesive and one alcohol prep pad. MSRP \$4.99.



For more information about these Steelie products or others, visit NiteIze.com.



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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 NiteIze.com.

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*NOTE: MultiStick Adapter requires hardshell case for glass-backed phones