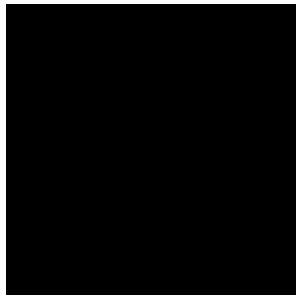


Nite Ize Introduces Gear Tie Mountable – Clippable Twist Tie

BOULDER, CO (January 1st, 2014) — Nite Ize Inc., a leading manufacturer of innovative accessories, introduces the Gear Tie Mountable – Clippable Twist Ties. This newest Nite Ize product featuring Gear Tie Technology™ is a colorful, compact way to add Gear Tie functionality to everyday zippers, loops, and rings. With a sturdy plastic S-Biner on one end and a tough, flexible Gear Tie on the other, you can attach the Clippable Twist Tie to a zipper pull and use the Gear Tie to more easily grip and zip jackets, luggage, backpacks, and bags. Or, you can bend the Gear Tie to organize cords, carry headsets, hang keys, or other small items you want kept conveniently accessible. The Clippable Twist Tie can also be attached to key rings, belt loops, or other anchor points to carry small personal items as a keeper

- Gear Tie Technology - Tough rubber shell provides excellent grip virtually anywhere, but won't scratch or mark
- Gear Tie Technology - Strong internal wire that holds its shape
- Gear Tie Technology - Quick and easy to securely attach and detach
- Gear Tie Technology - UV resistant - will not be damaged by extended sun exposure
- Twist it, tie it, reuse it - Gear Ties!
- Size #0 S-Biner Plastic is a durable, lightweight double gated carabiner clip - attach or store nearly anywhere!
- Available in 2 packs in the following colors: Black, Blue, Lime, Pink, Bright Orange, and Foliage Green



Product Link: <http://www.niteize.com/product/Gear-Tie-Clippable-Twist-Tie.asp>

MSRP: \$4.49

For more information, please visit <http://www.niteize.com>.

About Nite Ize, Inc.:

Founded by creativity and innovation, Nite Ize Designs, manufactures and distributes problem/solution-based products with quality and performance at their core. Nite Ize celebrates its 25th anniversary in 2014 offering over 400 innovative products & accessories in five unique categories: Mobile, Hardware, LED, Flashlight, and Tool. They also manufacture INOVA High Performance LED Lighting Tools. 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>

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