



For Immediate Release

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Nite Ize Introduces CamJam Tie Down Straps

BOULDER, Colo. (August 1st, 2013) — Nite Ize, Inc., a leading manufacturer of innovative products and accessories, announced today the introduction of the CamJam Tie Down Strap. It features an elegant design & high quality materials and was built for functionality, ease of use, and ultra-security for your heavy loads. With a working load limit of 700 lbs and a break strength of 2100 lbs, this Cam Jam Tie Down Straps allow you to confidently secure loads such as - kayaks, motorcycles, equipment, lumber, furniture, and appliances - easily, securely, and safely.

“Anyone who cares about their load or equipment wants to ensure that their tie down system is up to the task.” said Rick Case, Nite Ize founder and CEO. “The CamJam Tie Down Strap’s innovative no-slip design & versatile functionality, combined with the top quality materials and construction, provides the ultimate tie down system for large and heavy loads.”

The CamJam Tie Down features a high density weave polypropylene 1" wide strap that is securely attached, with 4 bar tack stitches for high strength, to a sturdy, cast zinc alloy cam mechanism. The non-slip buckle on the cam mechanism not only latches securely, it also provides the ability to gradually release even under high tension, eliminating sudden and dangerous unloading. The CamJam Tie Down can be used in many versatile configurations, including a Loop Configuration and Lockout Configuration. The webbing strap features an angled end for easy threading and intuitive operation in any configuration. Available in 3 sizes - 6', 12', and 18' with sewn-in, color coded & numerically labeled tags which allows for easy identification of strap length. MSRP: 6'/\$11.09, 12'/\$13.29, 18'/\$16.69.

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.