

## Corral Cords & Chargers with Nite Ize Gear Tie Cordable Twist Tie



**BOULDER, Colo., Jan. 6, 2016** – The days of tangled earbuds and twisted charging cords are over. Nite Ize®, a manufacturer of solution-based products, delivers a brilliant solution to help corral cords and chargers: introducing the [Gear Tie® Cordable™ Twist Tie](#).

“We have taken our ever-popular [Gear Tie](#) and created a slimmer version with an integrated stretchy loop on one end,” Nite Ize CEO and Founder Rick Case said. “This loop will attach to nearly any USB or headset cord – from IOS and Android™ USB charging cords to large and small headset cords. The Gear Tie Cordable Twist Tie will live on the cord while it is in use and will be handy when it’s time to wrap it up. It’s also a great way for families to identify cords with a different color for each person.”

The Gear Tie Cordable Twist Tie is a reusable rubber twist tie with a strong wire inside that holds its shape and provides a unique method to secure unruly cords. The integrated stretch loop will fit over a USB or headset jack and is intended to remain on the cord while in use so when it comes time to wrap it up, the Gear Tie Cordable is conveniently available.

Available in three inch or six inch sizes; the three inch is ideal for wrapping smaller headset and phone charger cords while the six inch is best for wrapping longer cords and cables.

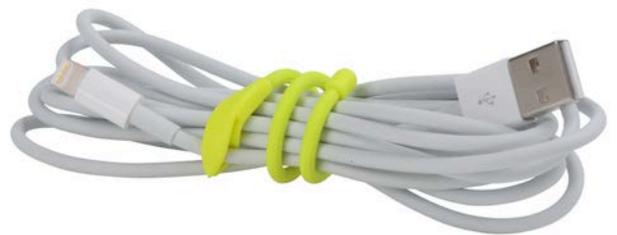
Technical specifications:

### [Gear Tie Cordable Twist Tie 3"](#)

- Dimensions: 3" x .25" x .2" | 76mm x 6.5mm x 5mm
- Weight: .05oz | 1g
- MSRP: \$4.99 (two pack)

### [Gear Tie Cordable Twist Tie 6"](#)

- Dimensions: 6" x 0.25" x 0.2" | 76mm x 6.5mm x 5mm
- Weight: 0.1oz | 2g
- MSRP: \$4.99 (two pack) or \$9.99 (four pack)



### 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 27th anniversary in 2016 and offers more than 500 innovative products and accessories in six unique categories: mobile, hardware, LED, flashlight, pet and lifestyle. 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](http://NiteIze.com).

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