

**Media Contact:**

Rajira Hernandez, CGPR; 781.639.4924 Ext. 118  
[Rajira@cgprpublicrelations.com](mailto:Rajira@cgprpublicrelations.com)

## **NITE IZE WINS INTERNATIONAL INDUSTRY AWARDS FOR RUNOFF ACCESSORY BAGS FEATURING PATENTED TRU Zip TECHNOLOGY**

*Awarded "Best Product" in Accessories Category by ISPO Textrends;  
RunOff Waterproof Bags Win Retailers' Choice Award at 2019 National Hardware Show*

**BOULDER, Colo. (June 12, 2019) –** Nite Ize®, a leading designer and manufacturer of inventor-driven products that enhance lives and solve everyday challenges, has earned international and industry recognition for its RunOff® line of waterproof bags, featuring the brand's patented TRU® Zip waterproof zipper. TRU Zip was elected "Best Product" in the Accessories category by ISPO Textrends and OutDoor by ISPO judges and Nite Ize's RunOff waterproof bags also earned a Retailers' Choice Award at the National Hardware Show.

Nite Ize's TRU Zip technology, initially featured within its RunOff family of waterproof accessory bags, is the first silent, sliding, toothless, and fully waterproof zipper on the market, providing maximum reliability whether left out in the rain or fully submerged. Offering total protection from water, dust, and sand, TRU Zip is the first major evolution for zipper technology since the zipper's initial creation in 1893. Held in Munich from June 30 – July 3, 2019, OutDoor by ISPO is Europe's largest outdoor trade fair. Nite Ize TRU Zip technology will be on display at this summer's OutDoor by ISPO event, Hall B4 in the Textrends area.

"We are incredibly proud of what Nite Ize created with TRU Zip and our RunOff water and dustproof bags," said Rick Case, inventor, CEO and founder of Nite Ize. "We knew from the start we had something special, and we're proud to see others recognize a game-changing innovation that we worked hard to perfect. We are delighted that the industries we serve feel our inventions are deserving of such honors."

The National Hardware Show, held in Las Vegas, included the North American Retail Hardware Association's (NRHA) 53rd annual Retailers' Choice Awards, which highlights brands making a difference in the industry and products that help independent home improvement retailers solve consumer problems. "What's great about the Retailers' Choice Awards is that the name is self-explanatory: winners of this program are selected by retailers who are ultimately the ones to make buying decisions for their operations," says Dan Tratensek, NRHA executive vice president, *Hardware Retailing* publisher and emcee of the award program. "This event celebrates the companies, brands and products that retailers are truly excited about."

The Nite Ize RunOff line of waterproof and dustproof accessory bags ranges in size from a pocket-sized RunOff Waterproof Wallet to larger packing cubes, making them versatile companions for everything from business travel to trips to the beach. Featuring TRU Zip technology, durable TPU construction and RF-welded seams, the RunOff line is designed to stand up to all of life's adventures. Nite Ize, which this year celebrates its 30<sup>th</sup> anniversary, has engineered a vast array of functional products that can often be found in one's home, garage, car, backpack, and toolbox, and are revered by DIYers, outdoor enthusiasts, people on-the-go, pet lovers, and others.

### **About Nite Ize**

Founded in 1989 and headquartered in Boulder, Colorado, Nite Ize designs, manufactures and globally distributes innovative, inventor-driven products that creatively solve everyday challenges. Recognized as the creator of the first universal flashlight headband-mount and the leading hands-free mobile mounting system (Steelie®), Nite Ize today catalogs more than 500 products across various channels including: Mobile,





---

5660 Central Avenue • Boulder, CO 80301 • 303-449-2576 • 800-678-6483 • [info@niteize.com](mailto:info@niteize.com)

**NITEIZE.COM**

Hardware, LED Lights + Accessories, Bike + Fitness, Pet, Games + Fun and Travel. Led by original founder Rick Case, Nite Ize team members are passionate about their products, customers, partners and the environment in which they live. In 2019, the company celebrates its 30<sup>th</sup> anniversary. For more information, visit [Nitelze.com](http://Nitelze.com).

###