



## Glow Power You Have to See to Believe

**BOULDER, Colo., January 8, 2019** – Nite Ize®, a leading manufacturer of innovative solution-based products, is introducing a new line of colorful, glow-in-the-dark accessories that charge in minutes, glow for hours, and are so powerful you have to see it to believe it.

NextGlo™ incorporates a new photoluminescent technology that offers superior glow power in a variety of colors, making the [NextGlo Visibility Marker](#) and the [NextGlo Key ID Tag](#) perfect for identification and well as nighttime visibility. The high-performing, long-persistence glow recharges with any light source, including both natural and artificial sources. Nite Ize is introducing this new technology with two fun and functional products, the NextGlo Visibility Marker and write-on NextGlo Key ID Tags.

**NextGlo Visibility Marker:** This 2.5" Visibility Marker is perfect for everything from locating tent zipper pulls at night to finding keys at the bottom of a backpack. This Visibility Marker attaches and detaches using the included locking S-Biner® MicorLock® Dual Carabiner, making it even easier to find what you need when you need it day or night. Available in yellow and orange for an MSRP of \$5.99.

**NextGlo Key ID Tag:** By incorporating NextGlo technology into durable, plastic write-on tags, a permanent marker can be used to identify the tags and know that they will be readable day or night. These Key ID Tags easily attach and detach using the included locking S-Biner® MicroLocks®. Available in a two pack that includes one yellow tag and one orange tag for an MSRP of \$5.99.

For more information about these Nite Ize products, visit [Nitelze.com](http://Nitelze.com).

### About Nite Ize:

Nite Ize designs and manufactures inventor-driven products that organize your life, protect your gear, light your way, and creatively solve everyday problems. Headquartered in Boulder, Colo., the company celebrates its 30th anniversary in 2019 and offers more than 500 products in a variety of channels, including Mobile, Hardware, Pet, LED Lights + Accessories, Bike + Fitness, and Games + Fun. Still captained by its founder and CEO, Rick Case, the Nite Ize team is passionate about their products, customers, partners and the environment.

**Media Contact:** Jason Silva, CGPR (for Nite Ize) / 781.639.4924 x112 / [jason@cgprpublicrelations.com](mailto:jason@cgprpublicrelations.com)

