

Introducing a “Cooler” Insulated Beverage Holder, New Nite Ize SlapLit LED Drink Wrap

BOULDER, Colo., July. 23, 2018 – The traditional concept for an insulated beverage holder just got a lot “cooler” with the new [SlapLit™ LED Drink Wrap](#) from Nite Ize®. This light-up beverage accessory keeps summer drinks cold while adding a unique element of fun to any nighttime rendezvous. During campouts, pool parties, tailgating events and backyard BBQs, this new SlapLit allows users to light up the night while cooling their drink in style.

Designed with two spring steel bands that snap around nearly any can or bottle for a secure hold, the SlapLit LED Drink Wrap features a durable lycra-covered neoprene material that keeps the beverage at hand insulated and chilled. Available in red, green or blue, the SlapLit LED Drink Wrap can be set to glow or flash mode with the push of a button and will last through hours of entertainment. Engineered to stand out from the crowd even when turned off, the SlapLit’s reflective design shines bright when illuminated by a beam of light.



“This product is both fun and functional,” Nite Ize Founder and CEO Rick Case said. “Not only does it keep your beverage cold, it helps identify your drink - and when set to flash mode, it subtly indicates you’re ready for another.”

Coming soon to [NiteIze.com](#), the [SlapLit LED Drink Wrap](#) will be available for an MSRP of \$11.19.

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 29th anniversary in 2018 and offers more than 500 innovative products and accessories in seven unique categories: Mobile, Hardware, LED Lights + Accessories, Bike, Fitness, Pet, and Games + Fun. 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](#).

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