

SHOOTING HUNTING OUTDOOR TRADE SHOW 1979-2014



**NSSF**

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# SHOT DAILY

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## NEWS

### Bright Idea

Nite Ize celebrates 25 years of innovation and light

**S**ometimes, inspiration comes in a blinding flash. At other times, it's a gradual awakening. In the case of Nite Ize, a manufacturer of lighting products for sportsmen that is celebrating its 25th year of operation, inspiration came from a fishing trip.

In 1989, company founder and CEO Rick Case was an undergraduate at the University of Colorado. Like many students who attend this school, he was an ardent outdoorsman.

"I was on a fishing trip, using a brand-new mini flashlight my family had given me as a gift," he says. "I was fishing at night, holding it in my mouth. Sure enough, I opened my mouth, and the flashlight fell out. I was staring down into the water, watching my still-lit flashlight on the bottom when an idea hit me. That idea became the first product I ever made, the Headband Mini Flashlight Holder."

In the years that have passed since that fishing trip, Nite Ize has grown from one bright idea into a company that makes and sells a wide variety of innovative accessories.

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"Every product we offer is designed for superior functionality and is manufactured with top-of-the-line materials for optimum durability," Case says. "We're here to make your life easier, safer, and a little more fun."

To help celebrate its 25th anniversary, Nite Ize is introducing the Inova STS Headlamp, an innovative twist on the classic headlamp. Rather than a button or switches to turn the lamp on and off, all the user has to do is swipe his finger across the top of the headlamp.

"This headlamp is the first multi-mode, dual-color LED headlamp with a simple user interface that allows the user to easily turn on the light in any color or mode," Case says. "I think hunters in cold weather will find it incredibly



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origin and very easy to use."

The Nite Ize Inova STS Headlamp is water resistant to 1 meter and features a white high-power, three-mode (high, low, and flashing) dimming LED and two red LEDs with three-mode (high, low, and flashing) dimming. It uses AAA batteries (alkaline or lithium) that sit in a fully sealed O-ring battery box with a solid latch. A programmed lock-out mode helps prevent acci-

dent or during transport and storage. Available in three colors (black, blue, and orange). SRP: \$34.99.

"If you'd asked me 25 years ago what I thought I'd be doing today, I'd have told you the same thing I would now—my mission is to bring innovative, solution-driven products to market that address the daily frustrations and problems outdoorsmen face." Booth #3846. (800-678-6483; niteize.com)