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NITE IZE TRU ZIP TECHNOLOGY AWARDED SPECIAL MENTION IN TIME'S BEST INVENTIONS OF 2020

TRU Zip, the first waterproof toothless design, recognized as 'Zip of the Future'

BOULDER, Colo. - November 20, 2020 - [Nite Ize](#), a leading designer and manufacturer of inventor-driven products that enhance lives and solve everyday problems, today announced its patented [TRU® Zip waterproof zipper](#) received special recognition from [TIME's Best Inventions of 2020](#). The TRU Zip ingredient brand was introduced in January 2019 and is the foundation for the Nite Ize RunOff family of waterproof travel bags.

The TRU Zip is the first silent, sliding, toothless, dustproof and fully waterproof zipper system on the market, providing maximum protection from water, dust, and sand whether left out in the elements or fully submerged in water.

Every year, according to TIME, it highlights inventions that make the world better, smarter, and even a bit more fun. To assemble its 2020 list, TIME solicited nominations from its editors and correspondents around the world and through an online application process. Submissions were evaluated on key factors, including originality, creativity, effectiveness, ambition, and impact.

"We're honored to receive a special mention from TIME as part of the Best Inventions of 2020," said Rick Case, CEO and founder of Nite Ize. "The toothless and silent TRU Zip redefines what a zipper is capable of and is an incredible advancement from the original design first introduced in 1893. As an ingredient brand, we are partnering with other brands to empower them to create things they could never make before with TRU Zip technology, making the impossible, possible."

As an example of its innovation, Nite Ize developed the RunOff Waterproof Bags collection featuring TRU Zip technology. The RunOff line ranges in size from the pocket-sized RunOff Waterproof Wallet to travel pouches and larger packing cubes that can be used as airtight compression sacks, making these bags versatile companions for everything from adventure travel to everyday use. Featuring durable TPU construction and RF-welded seams, the RunOff line is designed to stand up to all of life's adventures.

For more information about the TRU Zip waterproof zipper system, visit [TRU-Zip.com](#).

For more information about the RunOff waterproof bags, visit [NiteIze.com](#).

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. Nite Ize offers more than 500 products across various channels including: Travel, Mobile, Hardware, Illumination, Bike + Fitness and Pet. Led by original founder Rick Case, Nite Ize team members are passionate about their products, customers, partners and the environment in which they live. For more information, visit [NiteIze.com](#).

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