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Nite Ize Dives Deep with Submersible, Touchscreen-Friendly Hip Pack Wearable Phone Pack Buckles Around Hip or Cross-Body

BOULDER, Colo. – June 19, 2023 – Nite Ize®, a leading manufacturer of innovative solution-based products, today launched the RunOff® Waterproof Hip Pack. Available at retail in summer, the submersible pack allows watergoers to keep their phone attached at the hip, with a touchscreen-friendly window and space to store keys, cards and other essentials.

“The new RunOff Hip Pack will be our most popular waterproof phone holder yet,” said Rick Case, Nite Ize founder and CEO. “With its touchscreen convenience and hip or cross-body wearability, it is the ultimate hands-free solution for waterproof and dustproof protection.”

RunOff Waterproof Hip Pack : This submersible hip pack features the groundbreaking TRU® Zip waterproof zipper, withstanding immersion in up to 1 meter of water. Tested to IP67, the pack is both waterproof and dustproof, making it ideal for the beach, boat, watersports, theme parks and more. Its touchscreen-friendly phone pocket holds most phones with or without a case, enabling text and app usage while in the pack. An additional compartment provides space for cards, cash, keys and other items. Its adjustable, detachable strap can be worn around the hip or cross-body and features a quick-release buckle for easy attachment and detachment. Available in two colors, Blue and Charcoal. MSRP \$59.99

For more information, watch this [short product video](#).

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: Waterproof Protection, 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. For more information, visit [Nitelze.com](https://niteize.com).



RunOff Waterproof Hip Pack - Blue



RunOff Waterproof Hip Pack - Charcoal