

## Tool Brand UrbanGear Expands Digital Presence

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Seeking new ways to build a community around the brand, **UrbanGear®** has expanded digitally with a new website and new social media accounts. It will also be releasing a new catalog in the spring.

“The UrbanGear website showcases our new products and goes beyond packaging to connect with our customers,” said Jen Panattoni, Director of Business Development.

Branded as clever, everyday use tools that keep convenience close at hand, these tools are fun to use and for everyone from gearheads to everyday people who appreciate cool tools.

In addition to a variety of multitools, UrbanGear offers knives, carabiners, lights, and utility ties. With unique features like non-slip carbon grips and push button lights, this collection provides the market with innovative and useful products.

As an added bonus, nearly all tools also come with a water-resistant case, perfect for the tools themselves, credit cards, money, keys, and other small items.

Through social engagement and an interactive website, “we’re eager to hear from our customers about what kinds of everyday problems can be solved by new product solutions,” said Panattoni.

For suggestions, please email [info@urbangeartools.com](mailto:info@urbangeartools.com).

## About LCI Brands

LCI Brands (formerly known as L.C. Industries, Inc.) is located just outside Chicago and is home to brands such as Lewis N. Clark® and UrbanGear™. With the luggage caddy as its core offering, LCI Brands began operations in 1971, and since then has expanded to offer hundreds of products in categories such as security, comfort, organization, and health. For more information, visit [www.lcibrands.com](http://www.lcibrands.com).

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