

LCI Brands Expands UrbanGear Tools and RÖP Collections

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Along with launching a [new website](#) and social media pages for UrbanGear™, [LCI Brands](#) has released a new line of UrbanGear tools and RÖP™ Lights as well.

“UrbanGear as a brand is still in its initial phase, but we’ve received a lot of retailer traction in the last year and a demand for expansion of our dry case line into other formats,” said Jen Panattoni, Director of Business Development.

Greatly expanding its assortment of tools, UrbanGear now offers a CarabinerKnife, MiniPliers, SurvivalTool, LEDLight, and more. These lightweight, durable tools are ideal for the everyday and outdoor recreation alike. Each of the tools is accompanied by a water-resistant SplashCase, which can be used to hold the tools themselves along with money, IDs, credit cards, etc. The SplashCase is also sold separately with a lanyard.

The G10 [MultiTools](#), available in both small and large sizes, are tools that utilize glass-reinforced resin and non-slip grips to provide a high quality option that is resistant to chemicals and extreme temperatures. Featuring pliers, screwdrivers, bottle openers, blades, and more, the large size also comes with a ballistic nylon storage case.

“We like to think of ourselves as everyday carry for the everyday guy, and that our tools are not only uniquely functional, but fun to use,” said Panattoni.

The new RÖP [Lights](#) are unique in their ability to conform to the user’s individual needs. For example, they can wrap around the handlebar of a bike for better visibility at night, or they can provide light for reading or camping.

All of the lights include lithium cell batteries and feature a high setting, low setting, and strobe capabilities. Several of them include a red light to see in the dark without losing night vision. With either a flexible silicone strap or silicone-encased stainless steel wire, the various sizes of RÖP Lights make them great for travel and outdoor adventures.

See the full lineup of tools and lights at 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.

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