



TRUE UTILITY[®]

...IN YOUR POCKET 



TRUE UTILITY® is a British design company that creates clever and original products that belong in people's pockets, giving them minimalist practical solutions to everyday problems.

CLEVER THINGS FOR KEYRINGS POCKET TOOLS POCKET KNIVES POCKET FLASHLIGHTS WINDPROOF LIGHTERS

Originality and practicality is the key to our brand - even our crystal clear presentation packaging is reusable. Whether you need to fix something, write something down, see in the dark, trim your nails, open a cold bottle of beer, or simply need some emergency cash - True Utility has a perfectly practical tool for you.

True Brands Ltd and the TRUE UTILITY brand are now a wholly owned subsidiary of the Alliance Sports Group (ASG), a large US corporation based in Texas. This year, ASG will ship over 10 million products in the USA to both mass retailers like Wal-Mart, Dicks Sporting Goods, Bass Pro Shop, Academy Sports etc. and to over 30,000 independent retailers. ASG will now represent True Utility branded products directly to all outlets across North America, and we here at True Brands Ltd will be proudly representing the iProtec range of high powered Flashlights and the Nebo bright ideas range of innovative lighting implements throughout the rest of the World.



<https://www.youtube.com/user/trueutilitystore>



<https://www.facebook.com/trueutilityofficial>

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DAWG

FLIGHT SAFE KEYRING MULTI TOOL

NEW



size: L83 X W25 X D9 mm

material: black stainless steel body

features: 2 x flat drivers, bottle opener, wire stripper/cutter, nail cleaner, file, rulers, 6 x spanners, carabiner clip, flight safe keyring multi tool



Telescopic Pen

THE BEST KEYRING PEN EVER!

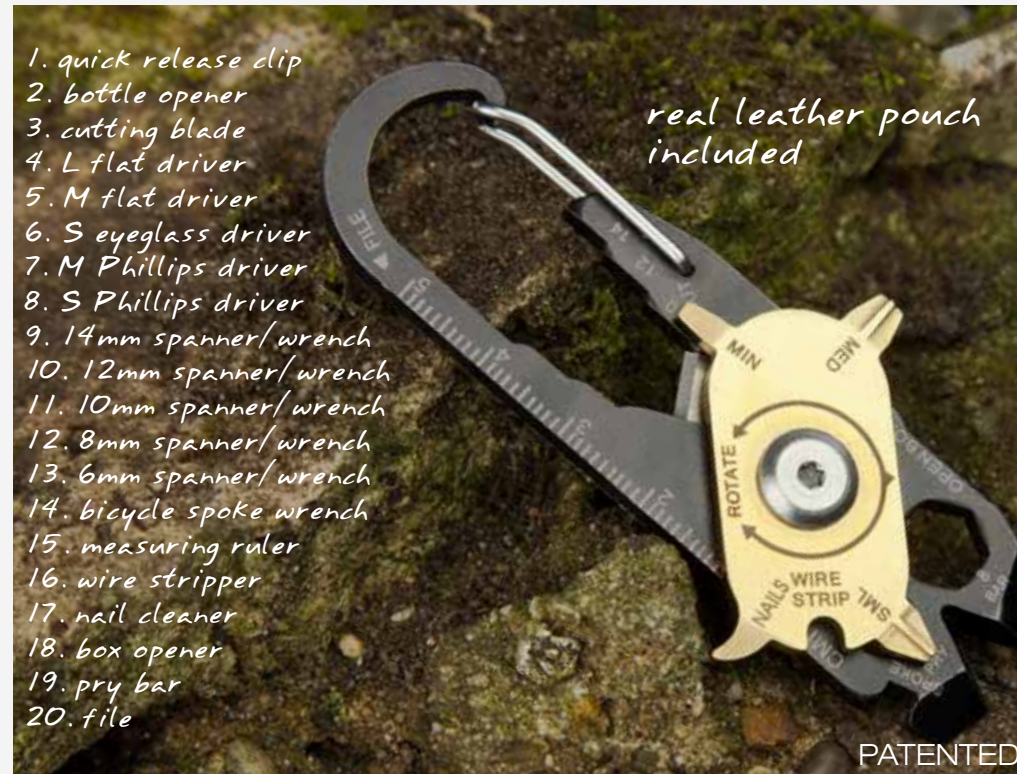
NEW



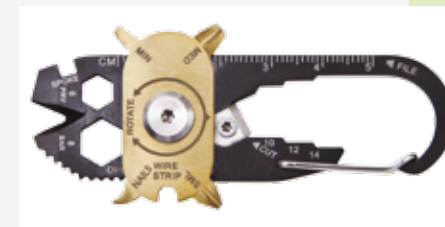
size: L71 mm (closed) L140 mm (open) x D12 mm
material: brushed stainless steel tubing, anodised aircraft grade aluminium body
features: ball point pen, telescopic - extends to 100mm, 3 refills included (black ink), magnetic cap, V-clip keyring attachment built into the lid

FIXR - The Carabiner Tool

20 TOOLS IN 1 - A REVOLUTION IN MULTI TOOLS



size: L83 X W25 X D9 mm
material: gold titanium coated disc, black stainless steel body, K5 carbon steel blade
features: 20 essential tools including a quick release clip, body rotates and clicks into position to reveal tools



CashStash

NEVER RUN OUT OF MONEY AGAIN



size: L45 mm x W15 mm
material: anodised aircraft grade aluminium, neoprene 'o' ring, stainless steel cash clip
features: steel cash clip, waterproof 'o' ring, 20 mm split keyring attachment



BulletStash

EMERGENCY MONEY ON YOUR KEYRING



size: L46 mm x W13 mm
material: solid brass, copper tip, stainless steel cash clip
features: 357 magnum bullet fits one note of any currency, stash it away on your keyring, keyring included, cash clip included



TrolleyDolly

SHOPPING TROLLEY RELEASE TOOL



size: L65 mm x D22 mm
material: 422 grade stainless steel
features: releases almost all shopping trolleys without needing a coin, bottle opener, flat head screwdriver



Twistick®

THE SMALLEST CORKSCREW IN THE WORLD



size: L66 mm x W9 mm
material: 422 grade stainless steel
features: full size teflon coated corkscrew helix, 4 mm stainless steel bar, quick release clip included



TelePen

THE SMALLEST TELESCOPIC KEYRING PEN IN THE WORLD



size: L50 mm (closed) L115 mm (open) x W5 mm
material: stainless steel
features: ball point pen, telescopic - opens to full length, 3 refills included (black ink), keyring attachment

StylusPen

TELESCOPIC KEYRING PEN AND TOUCH SCREEN STYLUS



size: L87 mm (closed) L127 mm (open) x D7 mm
material: stainless steel, comes in black and white
features: keyring ball point pen, quick release clip in the cap, telescopic - opens to full length with one tug, 3 refills included (black ink), sensitive stylus for all touchscreens



EyeGlass

DISCREET KEYRING MAGNIFYING GLASS



discreetly fits on your Keyring

5x magnification

size: L40 mm x W29 mm x D5 mm
material: cast alloy body, glass lens
features: 5x magnification lens, strong glass magnifier, keyring included



MicroWhistle

SMALL VERY LOUD WHISTLE

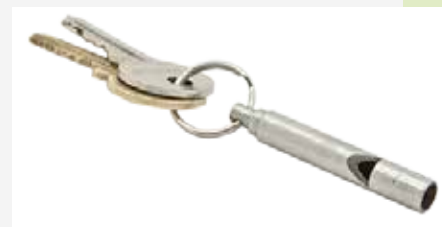


perfect for Keeping on your Keyring

small and very loud whistle

stainless steel

size: L55 mm x W8 mm x D8 mm
material: fabricated in high grade food safe stainless steel
features: small and very loud whistle, keyring included



MiniDriver

THE SMALLEST SCREWDRIVER KIT IN THE WORLD



PATENTED

size: L60 mm x D10 mm

material: chromium plated steel

features: anti slip grooves on main body for better control, 4 drivers - standard and small Phillips + standard and small flat screwdrivers, quick release cleverclip included



KeyTool®

8 TOOLS IN ONE WRAPPED AROUND YOUR KEY



PATENTED

size: L50 mm x W20 mm

material: 420 grade stainless steel

features: bottle opener, eyeglass screwdriver, medium screwdriver, large screwdriver, nail file, finger nail cleaner, thread cutter, tweezers, quick release cleverclip



NailClip Kit

CLEVERLY DESIGNED AND INCREDIBLY COMPACT



*sprung scissors,
nail file and knife*

*super sharp
nail clippers*

size: L56 mm x W15 mm x D9 mm
material: 422 grade stainless steel
features: flick-out nail clippers, nail file, screwdriver, scissors, knife, keyring attachment



SlimClips

THE SLIMMEST CLIPPERS IN THE WORLD



strong slimline nail clippers for your keyring

*super sharp
nail clippers
and file*

fit discreetly on your keyring

PATENTED

size: L55 mm x W12 mm
material: 422 grade stainless steel
features: patented strong nail clippers, coarse file, keyring attachment



MicroTool

SMALL AND STRONG STAINLESS STEEL MULTI TOOL



size: L55 mm x W10 mm

material: 422 grade stainless steel

features: scissors, knife, bottle opener, screwdriver, file, nail cleaner, quick release clip



Scarab

A MODERN TAKE ON AN ANCIENT SHAPE



size: L50 x W35 x D7mm

material: 422 grade stainless steel

features: pliers, wire cutter, knife, screwdriver, Phillips screwdriver, nail file, finger nail cleaner



KEYRING SCISSOR MULTI TOOL



PATENTED

size: L78 mm x W18 mm x D11 mm

material: 422 grade stainless steel

features: sharp scissors and serrated scissors, bottle opener, small and large screwdrivers, quick release pin, keyring included



SPOON – FORK – KNIFE – ALL IN ONE PERSONAL EATING TOOL



size: (closed) L101 mm x W45 mm (open) L162 mm x W45 mm

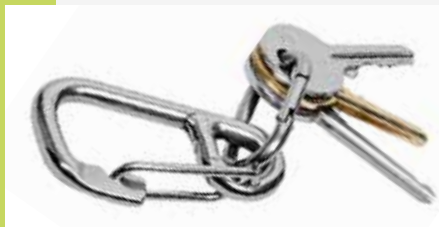
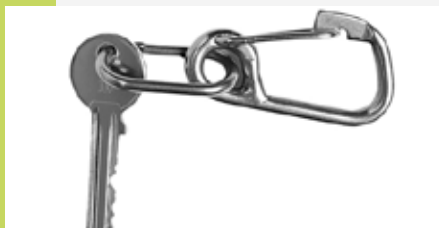
material: stainless steel

features: fork, spoon, serrated edge, bottle opener, locks for comfortable use, folds down to a compact size, quick release clip for attaching to belt, keyring, bag, etc



ShackleSet

STRONG & RELIABLE KEY & ACCESSORY ORGANISER



size: big shackle - L88 mm x W35 mm small shackle - L40 mm x W20 mm

material: 302 grade stainless steel

features: 2 x shackle set, secure to belt, key loop, bag, etc.
use for keys, car keys, accessories, USB, key light, etc.

KeyRing System

ORGANISE YOUR KEYS & ACCESSORIES



size: clip - L26 mm x W13 mm / keyring - D28 mm / key shackle - L24 x W10 x D22 mm

material: 316 marine grade stainless steel

features: 4 x stainless steel quick release cleverclips, stainless steel key shackle,
strong stainless steel keyring



NanoLite

THE SMALLEST FLASHLIGHT IN THE WORLD



size: L36 x D7.5mm

material: solid brass with an electro plated silver finish

features: twist on/off switch, led bulb brightness - 4 lumens, output 0.22 watt, water resistant, 12 x hearing aid batteries included - 3 full sets, spinning keyring attachment



LifeLite

RECHARGEABLE KEYRING FLASHLIGHT



size: L56 mm x W20 mm x D6 mm

material: chrome plated metal body, polycarbonate face

features: 2 power modes: high - 30 lumens and 1 hour runtime, low - 5 lumens and 5 hour runtime, plug into any USB to charge, microUSB to USB charging cable included, water resistant



SolarLite

JUST KEEPS ON SHINING



size: L57 mm x W29 mm x D11 mm

material: high grade stainless steel cover plates, latest fast charge hard wearing solar panel

features: solar powered LED keyring flashlight, 45 lumens, 0.75 watt, 3 LED bulbs, rechargeable button cell battery (NI-MH) included

SideLite

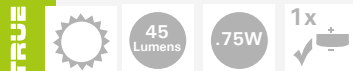
SEE THINGS FROM A DIFFERENT ANGLE



size: L73 mm x D20 mm

material: aircraft grade aluminium

features: 30 lumens, 1 watt, 2 hour runtime, recessed on/off button to avoid turning on in pocket, 4 LED bulbs, 1 AAA battery (not included), hidden D-ring to attach to keyring, stands on end for hands free light



LaserLite

LED TORCH & RED LASER BEAM



powerful red laser

powerful LED flashlight

3 batteries included

size: L72 mm x D13 mm

material: solid brass body

features: powerful led torch, CE certified 'Class 2' red laser
3 batteries included, pen clip, D-clip and keyring spinner included



TinyTorch

COMPACT & POWERFUL 2 LED TORCH



*2 'cats eyes'
LED bulbs*

50 hours runtime

smiley face

*on/off rubber
tail button*

*D-clip keyring
attachment*

batteries included

size: L52 mm x D17 mm

material: anodised aluminium, machine milled knurling for anti-slip grip

features: 2 x 5mm LED bulbs, 8+ lumens, 50 hours runtime,
on/off push button, 3 button cell batteries included



LockLite®

TURN YOUR KEY INTO A TORCH



PATENTED

size: L26 mm x W27 mm x D11 mm
material: 420 grade stainless steel
features: bright white 5 mm led light, lasts for 100,000 + hours, spins on a keyring, tactile rubberised push button, 2x button cell batteries included, only 11 mm thick including the key



StashLite

FLASHLIGHT AND SECRET STASH



size: L71 mm x D21
material: aircraft grade anodised aluminium, stainless steel cash-clip
features: 1 watt, 25 lumens, 2 hour runtime, twist on/off light, high quality neoprene 'O' rings throughout, keyring spinner, 3 x batteries included, secret compartment in body, cash-clip included



AngleLite Mini + Micro

KEYRING FLASHLIGHT AND HANDS FREE LIGHT



size mini: L84 mm x D18 mm, **size micro:** L65 mm x D18 mm
material: anodised aircraft grade aluminium
features micro: 0.5 watt, 30+ lumens, 8 hour runtime, on/off button, 3 x cell batteries included
features mini: 0.5 watt, 30+ lumens, 8 hour runtime, on/off button, 1 AAA battery (not included)



AngleLite AA

DIRECTIONAL FLASHLIGHT WITH STRONG CLIP

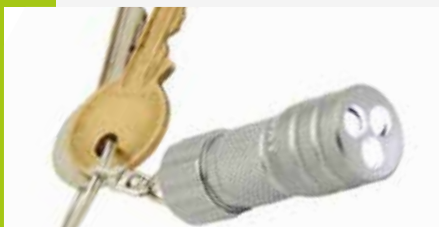


size: L93 mm x W27 mm x D22 mm
material: aircraft grade aluminium
features: powerful directional side light, on/off push button, 1 watt, 55 lumens, 4 hour runtime, D-ring attachment, 1 x AA battery (not included), strong pen clip included



Compact MicroLite

EXTREMELY BRIGHT KEY-RING FLASHLIGHT



3 LED pocket flashlight

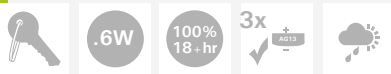
Keyring spinner

batteries included

size: L48 mm x D19 mm

material: toughened aircraft grade machined aluminium finished in anodised silver

features: twist on/off switch, 0.6 watt, 18+ hr runtime, water resistant, 3 x button cell batteries included, spinning keyring attachment



MultiPlier

POCKET PLIERS AND POCKET KNIFE



built in carabiner for quick release

Knife and serrated knife

bottle opener

flat screwdriver

spring pliers wire cutters

non locking knife UK legal carry

NEW



size closed: L78 x W33 x D13mm

material: high quality stainless steel with detailed easy grip anodised aluminium cover plates

features: sprung pliers and wire cutters, flat screwdriver, bottle opener, non locking (UK legal carry) knife, serrated knife, built in quick release carabiner



FrameWork Mini

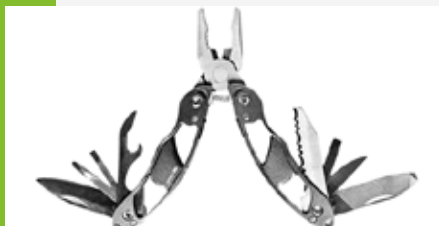
PACKED WITH EVERYDAY USEFUL TOOLS



size: L75 mm x W35 mm x D15 mm

material: stainless steel

features: includes pliers, wire cutters, saw, knife, file, bottle opener, can opener, Phillips, small and medium screwdrivers, awl, keyring attachment



ClipMulti

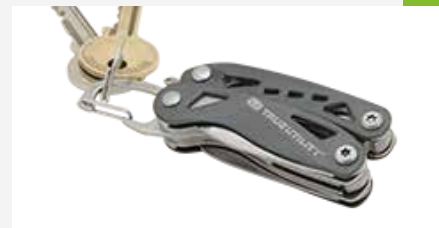
'CLIP AND GO' MULTI TOOL



size: L88 mm x W28 mm x D17 mm

material: high quality stainless steel with anodised aluminium easy grip cover plates

features: Phillips and flat edge screwdrivers, bottle opener, non-locking (uk legal carry) knife, pliers and wire cutters with a hidden integral spring mechanism



ClipStick

ESSENTIAL MINI EVERYDAY CARRY



*non locking knife
UK legal carry*

size: L90 mm x W18 mm x D14 mm
material: high quality stainless steel with anodised aluminium easy grip cover plates
features: tools tucked neatly into a 65 mm frame, super sharp scissors and knife, bottle opener, screwdriver, file and nail cleaner



ClipTool

THE ESSENTIAL CARABINER MULTI TOOL



size: L84 mm x W30 mm
material: 422 grade stainless steel, anodised aluminium
features: pliers, file, knife, Phillips and flat edge screwdriver, bottle opener, quick release clip



MiniMulti

A MINI MULTI TOOL BURSTING WITH ESSENTIALS



size: L76 mm x W38 mm x D16 mm
material: high quality stainless steel with detailed easy grip cover plates
features: large and medium flat screwdrivers, Phillips screwdrivers, scissors, saw, bottle opener, non locking (UK legal carry) knife, file, plus pliers and wire cutters

BARE

ULTIMATE STRIPPED BACK MINIMALIST DESIGN



size closed: L55 mm x W11 mm, **size open:** L104 mm x W11 mm
material: black titanium coated blade, 420 high grade stainless steel
features: lock knife - blade remains safely locked when knife not in use, simply pull the quick release pin to release knife from keyring, attach to keyring or bag and release with just one tug



JackKnife

ROBUST, TOUGH & SMALL KNIFE



size: L75 mm x W33 mm
material: fine sandblasted grade 420 stainless steel, wooden hand grip, black anodised aluminium frame
features: lock knife, 5cm cutting edge, belt clip, ambidextrous

SmartKnife

BE PREPARED WITH THIS POCKET KNIFE



size: L90 mm x W33 mm
material: fine sandblasted grade 420 stainless steel
features: lock knife, 5.5cm cutting edge, belt clip, bottle opener, screwdriver, cutter, adjustable spanner (4 mm - 10 mm bolts)



SkeletonKnife

LIGHT AND STRONG MINIMALIST KNIFE



size: L63 mm x W24 mm x D6.5mm
material: 420 grade stainless steel
features: belt clip, abs plastic blade stop, keyring hole attachment

TRUE



BeerHunter

HANDY BOTTLE OPENER & OCCASIONAL KNIFE



size: L65 mm x W39 mm
material: fine sandblasted grade 420 stainless steel, scratch resistant anodised aluminium black body
features: lock knife, 3cm cutting edge, keyring hole, bottle opener, ambidextrous



TRUE

FireStash

MINIATURE WATERPROOF LIGHTER

**size:** L45 mm x W15 mm x D15 mm**material:** dark chrome plated zinc alloy**features:** refillable lighter (supplied without lighter fluid), waterproof neoprene 'O' ring, 20mm split keyring attachment**FireStash+**

WITH CLIP-LID AND FLAT BASE

**size:** L72 mm x W17 mm x D14 mm**material:** brushed zinc alloy**features:** quick release clip lid, attaches to keyring, belt, bag, etc. waterproof neoprene 'O' ring keeps lighter dry, stands upright on flat base, refillable with lighter fluid (supplied without lighter fluid)

TurboJet® Lighter FireWire®

POWERFUL WINDPROOF FLAME



size: L70 mm x W35 mm x D25mm
material: alloy body
features: windproof flame, refillable, flame adjuster, 1300°, high altitude working valves



Classic Lighter FireWire®

ICONIC STYLE MEETS MODERN FUNCTION



size: L58 mm x W36 mm x D13 mm
material: alloy body
features: windproof turbojet® flame, refillable with lighter gas, flame adjuster, works upside down, 1300° flame, piston hinged one handed opening lid, high altitude working valves



HardCase Reusable Packaging

EACH PRODUCT COMES IN A WEATHERPROOF HARDCASE

All our products come in a versatile and weatherproof HardCase.

The HardCase is strong, durable, splashproof and most importantly, reusable.

Perfect for outdoor pursuits and protecting valuables from dust and moisture.

Adds value to each True Utility purchase.



HardCase size: H120 x W80 x D35mm

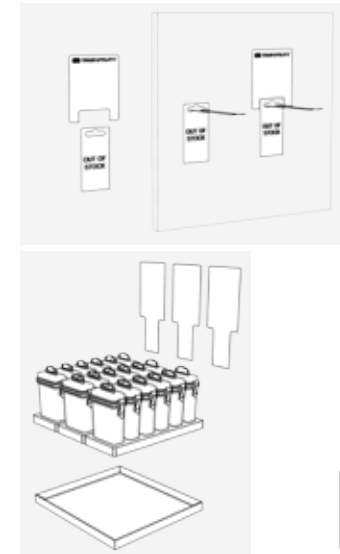


Tray Display With POS

DISPLAY 1 OR 3 BEST SELLERS ON THEIR OWN!

True Utility products come in fast selling display trays (6 units). Simply add a product specific point of sale card* and watch the products sell!

Better still, use our True Utility specially designed tray, which requires just 250mm x 320mm of retail space. This neat solution offers your customers a rotatable choice of any 3 of our best sellers, and is proving to deliver excellent sales results.



*3 Uses: Product POS, Out Of Stock Euro Hook Card, and Slat Wall Product POS. Product specific point of sale cards are available by request.

Euro Hook Display

DISPLAY 6 OR 10 PRODUCTS

This custom-built, freestanding display with euro-hooks showcases 6 or 10 True Utility products, enabling customers to individually pick and pay. Stock with a range of uniformly priced products and watch them fly off the hooks.



6 hook display size: H400 x W300 x D230mm



10 hook display size: H400 x W490 x D230mm

Rotating Display

DISPLAY 16 AND 24 HOOK ROTATING DISPLAYS

Display the most complete set of best selling True Utility products where customers can pick and pay. Great for impulse buying. Display the 24 hook stand on a purpose made freestanding plinth to create an eye-catching interactive shop display.



16 hook display size: H480 x D350 mm



24 hook display size: H640 x D350mm



plinth size: H975 x D400mm

