

Redmond, WA - September 1, 2005

Industrial Revolution to distribute Light My Fire products in the United States

Industrial Revolution, Inc., manufacturer and distributor of outdoor recreational products including UCO Candle Lanterns, today announced it would offer the full line of Light My Fire products to the United States outdoor, sporting goods and kitchen/housewares markets. The announcement was made by Keith Jackson of Industrial Revolution, Inc. and Michael Odqvist of Light My Fire Sweden AB.

Light My Fire is a Sweden-based company that sells fire-making products all over the world. Their famous FireSteel and Maya Sticks have practically re-invented fire-making.

Recently, with the new Mealkit, Light My Fire has applied its creative spark to something closely related to fire and the outdoors: eating. "The problem with the great outdoors is the dining arrangements," explains Calill Odqvist, Managing Director of Light My Fire, "so we decided to completely reinvent how you eat your meals outdoors. We commissioned Joachim Nordwall, a Scandinavian designer with experience from sports cars and appliances, and the result was different from anything we'd seen before. Simple and ingenious." The Light My Fire Mealkit comes in four designer colors and includes two plates, a spill-free cup, a "spork" (a combined spoon and serrated fork), a waterproof box, a colander and a cutting board – all packed away inside each other. Made out of dish-washer safe, environmentally-friendly PP plastic, the kit floats and is as practical in a backpack or boat as it is in a picnic basket or as a lunch box. "Suddenly, we had a product that makes as much sense in the city as it does in the wild."

Industrial Revolution is based in Redmond, Washington and is the manufacturer of innovative products for the outdoor industry including UCO Candle Lanterns and MightyLite Stove Stands. Recently, they developed the Play & Freeze™ Ice Cream Maker (also known as the Camper's Dream). The Ice Cream Ball is allowing people to make gourmet ice cream anywhere without electricity – simple, obvious, yet completely new.

"I am looking forward to selling these great products in the US Market. Light My Fire products are setting the world on fire and I know that once our US customers hold these products in their hands, they will want them."

Keith Jackson

"We chose Industrial Revolution because of their customer knowledge and history of innovation. Innovation is a way of life at our company and we have a number of exciting products in the pipeline that we intend to bring to the US market with their help."

Michael Odqvist

