

# Light My Fire Stories

**English**



## How it all started...

**The year was 1995 and Michael Odqvist had just lost a battle against his neighbor.**

The battle was about lighting a BBQ in the most efficient way. The neighbor used MayaSticks™/TinderSticks™ that she'd brought from Guatemala. Michael used the regular lighting stuff: Matches, charcoal briquettes and lots of lighter fluid.

The battle was over before it began.

After a few minutes, the neighbor's BBQ burned with a warm, hot, beautiful flame while Michael's BBQ was more of a smoky cloud. Then and there, Michael decided he wanted to learn everything about these fantastic sticks from Guatemala.

Michael spent a year in Guatemala before he could get the first container with MayaSticks to be shipped to Sweden. He phoned his daughter, Calill, who trained horses in Spain, at the time. He said, "Calill, time to get to work. You have to come home to Sweden to help me sell this wonderful product". So she did...

The year after Michael and Calill started to search for a "friend" to their beloved MayaSticks. In 1996, they found what they were looking for. Swedish FireSteel® was the perfect match to MayaSticks and the foundation of Light My Fire was born.



## The Spork Story



**In 2005, Light My Fire created the MealKit™ 1.0 that was introduced at a small trade fair – "Fair Enough".**

MealKit 1.0 was a set with six clever pieces for eating and preparing meals outdoors yet one of those pieces caught the attention of attendees a little more than anything else. The Spork!

People were crazy about it and the Light My Fire Team was overwhelmed by all of the requests regarding the product.

Calill Odqvist Jagusch, CEO of Light My Fire, phoned her father from the trade fair and said: "There is something special about the Spork"! And she was certainly right.

Today, the Spork has been taken to heart all over the world and over 25 million Sporks have been sold. The Spork comes in 20 different colors, 4 different sizes, in a special left-handed version and in titanium. In Sweden, the homeland of the Spork, it's been awarded with the title, "Applied Art".







## Taking care of nature

### **Re-usable is a key word at Light My Fire.**

Unique, low-tech outdoor products can, in many cases, replace the need for disposable cups, plates, cutlery, etc. All Light My Fire products are high quality and made to last. The titanium Spork is even indestructible!

"There is even a deeper meaning to our design and colors. We want everything to be appealing in the wilderness as well as in the park or the BBQ at home", says Calill Odqvist Jagusch, CEO of Light My Fire. "That means everything is used as much as possible and not idly waiting for outings".

Most of Light My Fires products are manufactured in Sweden.

"It allows us to have full insight into environmental – and social – conditions at all times. It also results in fewer transports as everything is kept close to our head office and hub", Calill says.

To summarize: Light My Fire's ambition is to make a great impact on people's outdoor life – not on nature.





Based in Sweden, Light My Fire specializes in outdoor accessories that are as practical in the city as they are in the wild. From making fires to eating meals – our products have been taken to heart all over the world by both the backyard adventurer and the backwoods survivalist.

*Color. Design. Functionality.*

**Light My Fire Sweden AB**

Västkustvägen 7 SE-211 24 Malmö, Sweden

phone: +46 40 660 16 60

mail: [press@lightmyfire.com](mailto:press@lightmyfire.com)

contact: Johanna Arnerius

[lightmyfire.com](http://lightmyfire.com)