

# PressKit

## News and More

2016

FOR PRESS/MEDIA USE ONLY!

HALL A5 - BOOTH 304



# Add-a-Twist



Available color combinations

## **The waterproof, shockproof organizer that easily slips into backpacks**

Light My Fire introduces a new versatile and strong packing concept specifically designed for backpacks on big and small adventures.

Add-a-Twist is the ultimate backpack organizer. Strong, tough and versatile for most demanding outdoor activities. Perfect for everything that needs to be kept dry, safe and easy to find, such as fishing tackle, mobile phone, keys, first aid kit, food and liquids. With Add-a-Twist everything is packed, stored, sorted and protected.

The round design makes Add-a-Twist easy to slip into and pull out of even fully packed backpacks. Containers lock into each other and can be combined endlessly. Each one has a double-sealed lid to make it waterproof and airtight, and the bayonet lock allows quick and easy access.

"After research and customer feedback we identified a need and have since explored a way to deliver a product that is just as great for canoeing, boating and climbing as when popped into kid's backpacks or for bringing your lunch to work", says Light My Fire CEO, Calill Odqvist-Jagusch.

### **Add-a-Twist facts:**

Recommended retail price: € 29.99

Design: Joachim Nordwall

Colors: Bluehaze, Pinkhaze, Goldhaze

Features: • Designed to easily slip into and pull out of backpacks

- Waterproof and airtight with double-sealed lid
- Rugged and impact resistant
- Versatile and adaptable to your needs
- Easy to pack, hang and carry
- Bayonet lock allows quick and easy access.
- Measuring lines
- Easy to clean
- Floats

Weight: 320 gram.

More information see: [add-a-twist.lightmyfire.com](http://add-a-twist.lightmyfire.com)



Available color combination



Available colors

### **Classic plastic fantastic metallic**

Inspired by the qualities of metals, Light My Fire's classics and highly successful stories LunchKit™ and Spork get an edgy palette 2016.

Light My Fire is happy to introduce select metallics – Pink Metal, Pirate Gold, Petroleum and Silver – into its range.

"Metals are strong, rough and ready. As colors they are also high fashion. We simply couldn't resist the temptation to make ours and many others' favorites a bit more hard rock", says Light My Fire CEO, Calill Odqvist-Jagusch.

LunchKit™ will be available in Pink Metal, Pirate Gold and Petroleum. Spork will also be available in Silver.

# Welcome Light My Fire OF SWEDEN

Light My Fire is going back to its roots to clarify why the company ticks, how it works and what it actually delivers. The addition of a "of Sweden" to the logo is a subtle yet important sign of what to expect from the future.

The new Light My Fire of Sweden name defines and expresses the strong core that the company has had from the very start.

"We're approaching our 20th jubilee, conquering more and more markets. It is simply time to manifest that our strategy is based on our Swedish and Viking heritage – innovation, quality and superior design combined with powerful PR and surprise attacks. "Of Sweden" may seem like a small addition, but it's our way to pay homage to our love of the outdoors, design that conquers the world and a no-nonsense way of doing business", says Light My Fire CEO, Calill Odqvist-Jagusch.



## Hip Hip Hurray for MealKit's and Spork's 10 amazing years!

Time flies when you're having fun. Our dynamic duo – the MealKit and the Spork – saw the day of light 10 years ago and has been a success story ever since. The MealKit – a huge hit with scouts – is constantly conquering new markets and getting new fans, and our prize winning iconic bestseller the Spork is widely recognized as applied art today. We've got a whole decade of strong consecutive growth to celebrate. And even more exciting, a bright future ahead. Read more fun facts below:

### Facts & Figures MealKits and Sporks

# 1.8

million

MealKits has seen the light since 2005.

# 54

countries

sell MealKits and Sporks.

# 26

colors

available in Spork original.

# 6

different type of Sporks

Spork original, little, lefty, extra medium, large and titanium.

# 28.000.000

Sporks sold

since 2005.

Whatever you need to  
download – it's all on our  
website:

Download  
PressKit and pictures at

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



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)

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