

For Immediate Release



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Lifespan Brands™ Debuts Design-Your-Own Custom Cool LAVA® Lamps

Lava® Lamp: An American Icon Since 1965

ELK GROVE VILLAGE, IL (October 11, 2016) Lifespan brands™ is excited to announce Custom Cool Lava® lamps – a fun and interactive way for customers to create their own unique designs. With these mix-and-match options, Lava® lovers can create a lamp that cannot be found in any store; they are only available at <https://lavalamp.com/product/9999/>.

Available in the 17" lamp size, customers can pick the base and globe that reflects their personality and desired look for a one-of-a-kind Lava® lamp experience! Custom cool Lava lamps are the perfect, more personalized gift idea for the Lava® lamp enthusiast in everyone's life.

"We are so excited to unveil this new way to shop for Lava® lamps. We included a wide variety of colors and styles to create visually stunning Lava® lamps. There are painted, chrome metallic look and brightly colored decal bases/caps and we offer globes that have glitter, wax and a couple that feature tri-colored hand painting. The possibilities are endless," said Jennifer Courington, Vice President of Marketing.

In addition to the fun and creativity of designing your own lamp, Custom Cool lamps provide soft, relaxing light in the iconic, timeless Lava® lamp shape. Custom Cool lamps retail for \$49.99 and are available for purchase exclusively at www.lavalamp.com.



About lifespan brands™

lifespan brands™ is the international manufacturing company that offers a wide range of products including: Lava® lamps, party products, novelty lighting and Detecto® bathroom scales. Now over 50 years old and based out of Elk Grove Village, IL, **lifespan brands™** holds the US trademark rights to the shape and name Lava® lamp; is the owner of the registered trademark ICONNECT™ and uses the Detecto® registered trademark under an exclusive license with Cardinal Scale Manufacturing Company. **lifespan brands™** products are sold across various distribution channels in US, Canadian and European retailers. For more information, please visit www.lifespanbrandsco.com, www.lavalamp.com and www.detectohome.com.

For media inquiries, please contact Tami Craig at 630.496.6618 or tcraig@lifespanbrandsco.com