

For Immediate Release



Lifespan Brands Debuts Grande DIY Custom Cool LAVA Lamps

Lava® Lamp: An American Icon Since 1965

ELK GROVE VILLAGE, IL (September 19, 2017) Lifespan brands™ is excited to announce the launch of Grande Custom Cool™ LAVA® lamps – a fun and interactive way for customers to create their own unique designs in the biggest LAVA® lamp size available. With these super-sized 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/9998/>.

Customers can pick the base and globe that reflects their personality and desired look for a one-of-a-kind LAVA® lamp experience! Grande 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 add to the do-it-yourself way to shop for LAVA® lamps. We included a variety of colors and styles to create visually stunning LAVA® lamps in our popular largest size. There are three base/cap options and we offer globes that have glitter, wax and a couple that feature tri-colored hand painting. We anticipate that Grande Custom Cool™ LAVA® lamps will be a huge hit," said Clay Farnsworth, President and CEO of lifespan brands.

In addition to the fun and creativity of designing your own lamp, Grande Custom Cool™ lamps provide soft, relaxing light in the iconic LAVA® lamp shape. Grande Custom Cool™ lamps retail for \$99.99 and are available for purchase exclusively at www.lavalamp.com. There are also over 182 combination options of Custom Cool™ LAVA® lamps in the 17" size on the LAVA® Lamp website, offered at a lower price of \$39.99.

NEW SIZE LAMP!

CUSTOM COOL™ ! Design your own unique 27" LAVA® lamp!

Pick a Base & Cap



YOUR LAMP!

Pick a Globe



About lifespan brands™

lifespan brands™ LLC 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