

*For Immediate Release*



## **Lifespan Brands™ Launches Newly Designed Lava® Lamp Website**

*Lava® Lamp: An American Icon Since 1965*

Lifespan brands™ is excited to announce the relaunch of its lavalamp.com website, which will be live on Monday, October 3<sup>rd</sup>. The new design offers a more user-friendly layout for customers to easily navigate and find the perfect Lava® lamp or novelty light to complement their home décor.

The lavalamp.com store provides two ways to shop: by the photo sections and a drop down menu on the home page. The home page is organized into sections according to product categories: Bright Source, Classic, Colormax™, Cool Effects, Custom Cool, Fun Lamps, Glitter Lamps, Metallic, New Items, Night Lights, Novelty, Party Lights, Replacement Bulbs and Clearance. The FAQ section will provide instruction manuals, answers to frequently asked questions and new Lava® 101 instructional videos. The site will also feature a revamped blog with fun Lava® lamp activities, decoration ideas, gift guides and more.

“We’ve designed this new website to make the Lava lamp shopping experience easy and fun! We have added videos to show how the lamps look when turned on, social sharing buttons so you can share your favorite lamps with your friends and bright exciting graphics to reflect the fun and mesmerizing flow of Lava® lamps,” said Jennifer Courington, Vice President Marketing.

The new website will use same web address, but have a whole new look: <https://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](http://www.lifespanbrandsco.com), [www.lavalamp.com](http://www.lavalamp.com) and [www.detectohome.com](http://www.detectohome.com).

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