

For Immediate Release

lifespan
brands

BRIGHT  SOURCE™

**Lifespan Brands Expands Beyond Lava Lamps,
Launches Bright Source This August**

Introducing an Innovative Lighting Concept from the Manufacturers of Lava Lamp

ELK GROVE VILLAGE, IL – From the makers of the Original Lava Lamp®, Bright Source™ is a *bright* idea in decorative lighting. Launching in August, Lifespan Brands, which manufactures Lava® Lamps, party products, novelty lighting and bathroom scales, is breaking into the conventional lighting arena with its new Bright Source™ lamp collection.

Combining Lava® motion with a completely new design aesthetic, the Bright Source™ collection creates an eye-catching lamp from their rich textures, pops of color and mesmerizing movement. Providing two lighting experiences in one lamp, the Lava® lamp emits a relaxing, soothing soft light, while the table lamp gives off a bright light perfect for reading, working or more! Offering the same trademarked iconic shape that people know and love while featuring new shapes and color combinations – a Bright Source™ lamp will add a stylish accent piece to any space.

“We are so excited about the Bright Source conventional lamp introduction. We have over 50 years of experience in the lighting business. Our iconic shape and widely recognized Lava® brand lends credibility and excitement to our new Bright Source lamps with consumers. We have done extensive independent consumer research on this concept to make sure we got the best product in the perfect packaging at the right price. We found that even people who currently do not own a Lava lamp loved the designs! 48% of the prospects said that they would consider buying a Bright Source lamp. When the prospects were already Lava® lamp owners that number jumped up to 67%! On trend product + eye catching packaging + Great SRP = a winning combination, said Clay Farnsworth, President and CEO of Lifespan Brands.

The table lamp collection includes four on trend color combinations: Silver base with Silver Glitter and Teal Liquid, Gold base with Silver Glitter and Clear Liquid, Graphite base with White Wax and Navy Blue Liquid, and Bronze base with White Wax and Green Liquid. All lamps have 52 oz. Lava® shaped globe and a 4 position switch (Lava® on, Lamp on, Both on and Both off). Bright Source™ lamps are priced at \$49.99 and shades are sold separately.



ABOUT BRIGHT SOURCE

Bright Source™ is the latest innovation from the makers of the Original Lava® Lamp. This conventional lighting collection features the beauty of a Lava® motion with the functionality of a bright table lamp. Bright Source lamps feature on trend colors and design at an affordable price.

ABOUT LIFESPAN BRANDS

Lifespan brands is an Elk Grove Village based company which sells its unique branded products in several countries around the world. It is a leader in managing and building recognizable and highly valued branded consumer products including: Lava® Lamps, party products, novelty lighting and bathroom scales. Lifespan brands holds the US trademark rights to the iconic Lava® Lamp shape and name Lava® Lamp and their products are sold across various distribution channels in US, Canadian, and European retailers.



***For media inquiries, please contact Rebecca Kussmann
at [312.203.5302](tel:312.203.5302) or rebecca@bettiebombpr.com.***