

For Immediate Release



Lava Lamp® Introduces Four COLORMAX™ Lamps

Tagline: An American Icon Since 1965

Elk Grove Village, IL – Lava Lite® is proud to announce the addition of Four new 14.5 inch lamps to its COLORMAX line of Lava Lamps. COLORMAX Lava Lamps feature trendy graphics, tri-color hand painted glass globes and white wax. As the moving white wax moves up and down the globe it appears to change color and offers a unique lava viewing experience. Experience the exciting motion of these new COLORMAX designs:

Black and White Dots-Mismatched polka dots on the base and cap contrast with the tri-colored pink globe for a sophisticated style.

Surfer-Fun, multi-colored globe and beach scene on the base; completed with surfer on the cap inspires you to “hang ten!”

World –The beautiful earth graphics on base and cap pair perfectly with the multi-colored globe colors, inviting you to “see the earth the way astronauts do.”

Volcano-The hot lava graphics on the base and cap match perfectly with the hot lava action inside, allows you to experience a “mini volcano.” (without the danger of molten lava)

These new lamps are a great addition to our timeless Lava Lamps. They provide soft, relaxing light and retail for \$21.99. These new COLORMAX will be available for purchase at fine retailers across the country in addition to www.lavalite.com starting July 1st.

About Lava Lite, LLC

Lava Lite, LLC is the international manufacturing company that offers the original shape of cool, the **Lava Lamp**. At 50 years old and based out of Elk Grove Village, IL, **Lava Lite, LLC** holds the US trademark rights to the shape and name **Lava Lamp** and is sold across various distribution channels in US, Canadian, and European retailers. **Lava** products can be found in mass merchants, gift and specialty stores, warehouse clubs, and various online retailers. Just turn it on—ENJOY! For more information, please visit www.lavalite.com. We are social, come hang out with us on Facebook, Instagram, Pinterest or follow us [@LavaLamp](https://twitter.com/LavaLamp) on Twitter.



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