

**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](http://www.lavalite.com) starting July 1<sup>st</sup>.

### ***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](http://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.



**For media inquiries, please contact Rhonda Robinett at 773.206.2726 or [rrobinett@lavalite.com](mailto:rrobinett@lavalite.com)**