

For Immediate Release



Lava Lamp® Introduces new Rainbow Hand Painted Lava Lamps

Tagline: An American Icon Since 1965

Elk Grove Village, IL – Lava Lite® is proud to announce the addition of the 16.3” Premier Lamp and a 27” Grande Lamp to its Line of Lava Lamps. Both lamps have silver tone bases and caps. Watch the different sized globs collide, flow and split apart as they ooze their way up and down their rainbow glass globes.

- The 16.3” lamp has a hand painted 5 color glass globe which makes the white wax appear to change color as it flows around the multi-colored glass globe.
- The 27” Grande Lamp has a hand painted 7 color glass globe which makes the white wax appear to change color around the huge multi-colored glass globe. This lamp is over 2 feet tall and is the largest size Lava Lamp in production. It is truly a bold statement and a site to be seen.

The 16.3” Premier Lamp retails for \$39.99 and the 27” Grande retails for \$119.99. Both lamps provides soft, relaxing light and are exciting additions to the timeless Lava Lamp line. The 16.3 Premier and the 27” Grande 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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