



GET READY USA, HERE WE COME!

Swedish premium brand Light My Fire is excited to announce that their team will be settling into LMF's new digs in Denver as of January 1, 2019. Why have they crossed the Atlantic? "Sales are taking off in North America," explains Calill Odqvist Jagusch, CEO of Light My Fire of Sweden. "An office in Denver will allow us to be closer to and facilitate more interaction and communication with our customers there."

The LMF US team is coming in strong and includes Michael Holz as Director of Business Development US – former Olympic swimmer and holding a long track record from the industry – and Heléne Nilsson as Brand and Event Manager US, a long-time brand ambassador coming over from Swedish HQ to Denver for 12 months.

While LMF will be keeping its factory in Sweden where it will continue to push the limits of product innovation and sustainability, it will now also have a local warehouse in Denver where shipping will become available from March 1, 2019.

LMF is a member of the Scandinavian Outdoor Group, which shares the goal of establishing itself in the US and of achieving great things through collaborations and by promoting Scandinavian qualities.

For more information, contact:

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About Light My Fire:

Based in Sweden, Light My Fire specializes in outdoor accessories that are as practical in the city as they are in the wild. From making fires to eating meals – the products have been taken to heart all over the world by both the backyard and the backwoods survivalist.



lightmyfire.com