



PRESS RELEASE

Light My Fire of Sweden will service the german market from 1st of March 2017.

After 3 years of successful co-operation with Optamit GmbH on the german market, Light My Fire of Sweden will take over distribution from 1st of March 2017.

This is a strategic decision where Light My Fire of Sweden wants to come closer to the stores and end consumers, to assure a deeper understanding of their needs and demands. It opens up for a more direct dialogue and the opportunity to customize our service.

"Germany is very important for us and after Scandinavia the largest market in Europe. It feels like a natural step to be closer to this market and continue our high engagement strategy, which was implemented in Sweden and Norway 2016", says Calill Odqvist Jagusch, CEO Light My Fire of Sweden.

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