

Firewinder®

The Original Windlight

FOR IMMEDIATE RELEASE

11th February 2008

Contact:

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Let There be Light from the Wind in the Night!

Spring 2008 sees the launch of the Firewinder® – a 100% wind-powered decorative outdoor light designed by British inventor Tom Lawton – creating an endless upward spiral of light every time the wind blows.

Malmesbury, UK 11th February 2008: The Firewinder Company is proud to announce the launch this Spring of the Firewinder® - The Original Windlight™. Firewinder® is an innovative, 100% wind-powered outdoor light, which harnesses the power of the wind from whichever direction it blows, to create a simple yet stunning visual effect with a universal appeal.

Firewinder® requires no power supply or batteries and magically breathes whenever and wherever the wind blows, elegantly transforming wind into light, enabling the abundant and free energy in the wind to be seen as an endless upward spiralling helix of light.

From wind speeds of 3mph the lights begin to gently glow, and as the wind speed increases the faster the Firewinder® twists and the brighter it shines, creating a pulsing mesmerizing glow.

The product makes maximum use of recyclable materials in the product and is designed for disassembly and recycling after its life as a Firewinder®, and is suitable for hanging by rope or mounting onto supplied brackets, Firewinder® comes with everything needed to install it and is available to pre-order now for delivery late summer for £99.95 plus shipping at www.firewinder.com.

“As a child, inspired by the UK’s changeable weather” said Tom Lawton, Inventor of the Firewinder® and CEO of The Firewinder Company, “I wanted to see the wind, which would whistle and howl outside my window, so I set about turning my idea into reality. A dozen prototypes later and we’ve created an product which simply and elegantly transforms a breeze into an upward spiralling flow of light – instantly showing the energy in the wind.”

“I have always wanted to design a product which works best when the weather is at its worst. While Firewinder® has little practical purpose; it serves as a wind-powered beacon, inspiring everyone who experiences it with a beautiful, enchanting glow, which breathes with nature. The ambience you get from the magical effect of windlight has to be experienced to be believed!”

Firewinder® is a British invention, with worldwide patents pending and with trademarks and designs registered.

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www.firewinder.com

Registered in England & Wales Reg. No. 5694000
VAT Reg. No. 883 9615 71

Firewinder®

The Original Windlight

Further information including a video demonstration of the Firewinder® can be found online at www.firewinder.com

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About Firewinder Original

The 'Firewinder® Original' is an innovative, sculpturally designed outdoor light, which harnesses the wind, no matter which direction it blows from - to create a beautiful upward spiralling light effect – whenever and wherever the wind blows.

Key Features

- 100% wind-powered outdoor decorative light
- Mesmerising upward spiralling light effect
- No wires - never needs external power from batteries or the mains
- Creates light from winds of 3mph
- 14 x ultra bright, ultra long-life LEDs
- Easy to install – supplied with two brackets for easy wall mounting, can be suspended by hanging with a rope.
- Overall size approx. 65cm height x 18cm diameter with overall product weight of 0.8kg

Eco Credentials

- 100% wind-powered outdoor light – operates entirely by sustainable / renewable means
- Use of high quality components, extending the product's useful life
- Lightweight recyclable ABS modular wing construction - designed for disassembly
- Maximum use of recyclable materials for life after being a Firewinder®
- Recycled cardboard packaging

Pricing and Availability

- The Firewinder Original is available to pre-order now by ordering online at www.firewinder.com
- All international orders taken
- Priced at £99.95 (inc. VAT) the package includes one Firewinder Original product and a universal installation kit, including two hanging brackets and a rope system

About The Firewinder Company

- The Firewinder Company is a manufacturer of environmentally responsible lighting products, based in Malmesbury in the South West of England and founded by Tom Lawton in February 2006.

The Firewinder Product Mantra

"Glowing in the darkness if there could be, harmony with nature like a breeze through a tree, a spiralling light breathing gentle relief, harnessing the wind to fuel a flame of belief. The illuminating magic of the Firewinder, twists out of the Earth and weaves back inside her."

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For more information about The Firewinder Company contact Tom Lawton or Joe Wadsworth:

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Notes to Editor:

- Firewinder® is an original product concept conceived in 2001 by Tom Lawton
- Firewinder® is a registered trademark of The Firewinder Company
- The 'Firewinder® Original' product is protected by UK registered design
- The 'Firewinder® Original' product has international patents pending
- The Firewinder Company is a privately owned company
- Pre-order a 'Firewinder Original' today by ordering online at www.firewinder.com
- Video demonstration of the Firewinder can be viewed online at www.firewinder.com/gallery
- The following product images of the 'Firewinder Original' can be downloaded from www.firewinder.com/press

Images:



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2.



3.



4.



5.

1. An early Firewinder® prototype hanging beside a busy road in an 8mph wind in Bath, England.

2. An early Firewinder® prototype hanging in a 10mph wind in Victoria Park in Bath, England.

3. Inventor Tom Lawton with an early Firewinder® prototype in a 5 mph wind, outside a Georgian town house in Bath, England.

4. Firewinder product and packaging. Image for illustration purposes only.

5. Firewinder inventor Tom Lawton.

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