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New Study Reveals Consumers Cite Fire as Key Element when Entertaining Outdoors, but Hate the Smoky Mess

TIKI® Brand has reinvented fire with less smoke and soot introducing the Clean Burn Tabletop Firepiece System

MENOMONEE FALLS, Wis. (April 27, 2017) –TIKI® Brand is redesigning fire so it can now be used on outdoor tabletops across America with the launch of their Clean Burn™ Tabletop System. This system features a beautiful, bright flame with less smoke that provides light and ambiance in the center of outdoor tables.

Even though consumers love using fire for their backyard entertaining, according to a recent study, 48 percent of Americans view excessive smoke and soot as a downside to having fire in their backyard space*.

“Fire has always been the same with some element of soot and smoke,” said Mark Werner, TIKI Brand VP of Marketing. “We knew we had to reimagine fire for people to bring TIKI Brand to their tabletops. Our Clean Burn Tabletop System creates a bright, clean flame that is perfect for setting the mood on outdoor tables.”

In fact, 81 percent of Americans believe torches and table torches aren’t a fleeting backyard trend; whereas nearly half of respondents believe “she-sheds” and “man-huts” will be gone in a few years*.

All Clean Burn Tabletop Systems feature a patent-pending reusable RoundWick™ Burner that provides up to three hours of burn time with every fill. The tabletop firepieces are available in a variety of colors, textures and sizes to fit everyone’s tabletop or backyard style and range from \$9.99 to \$34.99 at major retailers.

“There is such a wide-range of styles and sizes for this line which makes it a great fit for essentially any backyard space,” said Sara Bendrick, Landscape Designer, Contractor and host of DIY Network’s “I Hate My Yard” and “Lawn & Order.” “Whether you have a small backyard with a bistro or end table or a large backyard with a dining table, there is something in this collection that will complement your tabletop.”

Clean Burn firepieces can only be used with Clean Burn Torch Fuel. The plant-based formula of the Clean Burn Torch Fuel provides a clean burn with dramatically less smoke and no unpleasant petroleum odors, as it contains no petroleum-based ingredients. Each 32 oz. bottle of Clean Burn Torch Fuel provides up to 24 hours of burn time for \$9.99.

For more information, visit tikibrand.com/promotions

*According to an online survey with 1,050 U.S. adults aged 25-64.

About TIKI® Brand

TIKI® Brand is a brand extension of Lamplight Farms Incorporated, headquartered in Menomonee Falls, Wis. The TIKI® Brand features a full line of decorative torches and torch fuels, including some with proven mosquito repellency that enhance the consumer’s backyard, making it the best room of the house. TIKI® Brand is the leader in outdoor torches and torch fuel, and is sold at major retailers nationwide. For more information, visit <http://tikibrand.com/>.