

FOR IMMEDIATE RELEASE



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Introducing the Scripto® Aim n' Flame MAX Multi-Purpose Lighter!

Largest Fuel Supply with the Most Lights of any Disposable Utility Lighter

ONTARIO, California – As a leader and innovator in the multi-purpose lighter category, Calico Brands, Inc. is proud to announce the next generation of Utility Lighters, the Scripto® Aim n' Flame MAX. Featuring the largest fuel supply of any disposable utility lighter, a one-step EZ light ignition and adjustable flame, the Scripto® Aim 'n Flame® MAX stands out as an exceptional new multi-purpose lighter, and for good reason. The Scripto Aim 'n Flame MAX also comes in Turbo Flame, Flexible and XL models. Along with its new features, the MAX family of lighters comes in brand new trend setting barrel colors and eye caching new packaging to accelerate consumer sales.

Its one step EZ light ignition is a patented child resistant mechanism that exceeds Consumer Product Safety Commission (CPSC) requirements, and yet is easy for adults use. Whether lighting barbecue grills, pilot lights, candles, fireplaces, or more, the Scripto® Aim 'n Flame® MAX provides not only enhanced safety but an extended usage time, thanks to its 7.6-gram fuel capacity.

Bringing innovation and new products to market is what Calico Brands, Inc. is all about. Innovation allows us to differentiate ourselves while also showing adaptability to keep up with current trends. Our lighters are of the highest quality and provide features and benefits that the consumer is looking for.

The Scripto® Aim 'n Flame® MAX is available in both single packs and twin packs, which are designed in a way that allows single packs and twin packs to seamlessly fit into the same single pack display. This ensures retailers can effortlessly showcase both options without compromising valuable shelf space all while increasing sales and profits.

About Calico Brands, Inc.

Calico Brands, Inc. is one of the leading suppliers of multi-purpose and pocket lighters in the U.S., selling under the Scripto® and King® brand names. It is also the #1 supplier of private label programs in the U.S. Scripto® is one of the most trusted and popular brands of lighters and has been a household name for 100 years. Our product innovations continue to set new category standards of excellence. Lighters can be found in food, drug, mass merchandise, hardware, and convenience stores throughout the U.S.

For more information, contact us at marketing@calicobrand.com, visit our website at www.calicobrand.com and follow us on [Facebook](#), [Instagram](#), [Twitter](#), [TikTok](#), or [YouTube](#).