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Industrial Revolution to Distribute Esbit in North America

Esbit Compagnie, GmbH of Germany designs and manufactures some of the world's finest camping equipment including solid fuel and alcohol stove systems, food jugs, barbeque grills, and vacuum flasks. Keith Jackson, President of Industrial Revolution, is pleased to announce that as of July 8, 2011, Industrial Revolution was appointed the exclusive distributor for the Esbit range in the US and Canadian markets.

Esbit has a well-established worldwide reputation for manufacturing cooking equipment with cutting edge design and precision-engineered, no-compromise materials. Technological innovations include the development of solid fuel tablets used in pocket stoves that provide hot food for a number of NATO field-based military forces. Other products in the range include lightweight titanium stoves, alcohol stoves, vacuum flasks, mobile BBQ's, and cooking systems which are safer and lighter than traditional liquid fueled outdoor stoves and cookers.

Commenting on the deal, Keith Jackson said: "As you would expect, Esbit's products are perfectly engineered and use the very best materials, typical of a German manufacturer. The products are extremely innovative and we look forward to offering this classic German brand as part of the Industrial Revolution portfolio of brands."

Industrial Revolution has been manufacturing camping gear in Redmond, WA since 1973. We started by building ski boot buckles, and had our first hit product with our Original Candle Lantern. In 2004, we began selling our Play & Freeze[®] Ice Cream Maker, a product spawned from the Outdoor Industry that now delights children and adults everywhere. Beginning in 2005, we became the US distributor for Light My Fire[®] of Sweden. In 2008, we purchased long-time partner Pedco, maker of UltraPod camera tripods. Our goal is to continue producing great outdoor accessories and to bring innovative brands to the North American Markets.

For sales or product information, please contact our VP of Sales & Marketing, Steve Llorente, at 425-883-6600 or steve@industrialrev.com.

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