

# 251°

Light your fire the natural way. [www.251.ch](http://www.251.ch)

### A world first.

251° are the first firelighters made with no chemical additives of any kind – guaranteed. They are an easy, reliable and safe way to light practically any fire.

### Naturally safe.

251° firelighters are made of 100 percent natural wood wool – nothing more, nothing less. We use untreated Swiss spruce, certified by the Swiss Forest Stewardship Council (FSC). Unpredictable, dangerous barbecues are a thing of the past with 251° firelighters – which are reliable, safe and leave no unpleasant residue. The packaging burns cleanly, leaving no deposits – ideal for use around food.



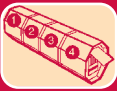



### Award-winning.

75 mm in diameter, 285 mm in length. One pack contains four nest-shaped firelighters and a book of matches. The innovative packaging is user-friendly, attractive, and highlights the product's unique features. Thanks to the perforation, nests can be removed quickly and simply. As matches are included, firelighting has never been easier, wherever you are – at home, in the garden or in the countryside. The product has received many awards.

### All year round.



251° firelighters are the clean, convenient and reliable way to light domestic fires, stoves, campfires and barbecues. They are the ideal solution whatever the time of year. Just one nest will generate enough energy to create glowing coals in a matter of minutes – with no mess, and no unpleasant residue. Perfect for a crackling fire, a cosy hearth, or for cooking healthy, tasty grilled food.

Each packet is approx. 30cm long and contains four nest-shaped firelighters.  One is enough to light any fire.  To release a nest, simply remove the lid, and pull one of the tabs around the circumference of the packaging.  Open the cardboard wrapper by tearing along the perforation.  Set light to the nest with the matches provided, and make sure there is a good supply of air to fuel the flames.



Deutscher  
Verpackungs  
Design  
Wettbewerb  
2004



### A sure-fire hit for your business.

Ever since their launch, 251° firelighters have been a great success. They were recently even used by contestants at the World Barbecue Championships held in Germany. Not only do they burn cleanly, leaving no sooty deposits, they are also the perfect way for stove manufacturers or chimney sweeps to promote their own products and services. You can print an advertisement on the firelighter's packing, include your own book of matches or a small free gift – ideal for barbecue manufacturers, service providers and many others.



**251°**  
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