

# Gift Ideas

## Kindling Creativity Among Gift Givers

(NAPSA)—Most people could use a spark of creativity when trying to come up with gifts for certain people—those hard-to-buy-for individuals who pose a challenge at birthdays and during the holidays. Fortunately, a simple, practical solution could be just the thing to ignite your imagination.

For example, an easy-to-use utility lighter can make many daily household tasks much more manageable. A lighter with a flexible stem allows you to light candles with hard-to-reach wicks, ignite grills and light a wood-burning stove or fireplace with ease.

There are many lighters to choose from, so be sure that you get one that meets all of your needs. For instance, the BernzOmatic Flexible Lighter Plus has a unique design with several built-in features for added convenience, including:

- A windproof flame that allows the lighter to retain its flame even in windy conditions;
- An LED light for guidance when lighting a campfire or grilling at night. It can also be used as an emergency flashlight in a power outage;
- A bottle opener, located on the end of the ergonomic handle, that's great to have around when entertaining, tailgating or camping; and
- An adjustable flame for small or big lighting jobs.

Ease of use is a priority for homeowners when selecting a lighter for household use. Unlike traditional



**A flexible utility lighter can be a handy item to have around the house—or to give as a gift.**

lighters, which are smaller in size and often require complicated maneuvers to reach their intended target, the BernzOmatic flexible stem allows it to reach in spaces you—or a traditional lighter—can't.

A cozy night at home with a fire in the fireplace and candles lit throughout the house is much easier to create with the help of the lighter's flexible stem. It bends and shapes so you no longer have to worry about burning your fingers when lighting the fire or reaching for the wick to light a hurricane candle or the candles on the dinner table. The list of possible uses is long, making it a great gift idea for just about everyone.

Consumers can now register to receive an online coupon to save \$1 on any BernzOmatic Flexible Lighter. To learn more, visit [www.bernzOmatic.com/flex](http://www.bernzOmatic.com/flex).