



## Enjoying your cigarette outdoor, respecting the environment !

On-Off is the first and only cigarette lighter, which allows simultaneous extinguishing and containing of cigarette butt. Simple and minimalist lines, combined with practical aspects and convenience never conceived before, give rise to an "unique" object, very elegant and seductive. Discover the innovation Made in Italy, the design and the quality products of On-Off Cigarette .



On-Off Cigarette introduces its exclusive products, all of them protected with several International patents. Result of years of research and development of its own creator and founder, they respond to real needs, more and more recognized by smokers and required by Institutions. For some time now, national and international laws and regulations, force us to smoke only outdoors, very often without any ashtray or container nearby. This situation has highly increased the so-called " Littering " or indiscriminate abandonment of the cigarette butt, often still which causes two main problems:  
**Environment pollution:** there is evidence



(official search ENEA) that cigarette butt is a waste very toxic, carcinogenic, radioactive and requires a separate disposal. In Italy ( ISTAT data ) more than 13 million of smokers with a daily average of 15 cigarettes per capita, disperse every day about 200 million cigarette butts. The butt is " universally " considered to be the main waste.  
**- Risk of fire :** in Europe, every year (ref. European Commission) fires caused by cigarette butts are more than 30,000. The enormous cost in economic terms, but also in human lives and destruction of the environment, is paid by all of us. The simple, fast and always available solution is now on the market: On-Off....Try it!