

EZ STRIKE

Survival & Preparedness Website Brief

Fire when it matters. Then keep it.

Just strike and light.

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Core Product Reframe

EZ Strike is a self-contained fire and light system. It does not just start a flame — it maintains one. With a 5–7 hour burn time, EZ Strike provides light, heat, and continuity during outages or emergencies.

Product Truth

EZ Strike combines everything required for fire into one system:

- Match head built into the candle
- Striker integrated into the box
- Candle designed to burn for 5–7 hours

If you have the candle and the box, you have fire for most of the night.

Audience

Primary users include emergency-prepared households, RV and van-life users, boaters, cabins, and families in power-outage-prone regions. Secondary users include campers, short-term rentals, hospitality providers, and practical gift buyers.

Website Goal

Communicate instantly that fire is already handled — and that it lasts for hours. The experience should feel calm, capable, and trustworthy.

Why It Matters

In an emergency, the problem is not just starting a flame. It is keeping one. Matches burn quickly. Lighters fail. Flashlights dim. EZ Strike gives you hours, not minutes.

How It Works

1. Strike the candle against the box
2. The match head ignites

3. The candle burns steadily for 5–7 hours

Just strike and light. The striker lives on the packaging. The ignition lives on the candle. Everything stays together by design.

What Makes It a Survival Item

- Self-contained ignition system
- No external fire source required
- 5–7 hour continuous burn
- No batteries or electronics
- Reliable under stress
- Simple enough to use in the dark

Real-World Scenarios

Power outages, emergency kits, RVs and boats, off-grid cabins, storms, and backup lighting situations where one dependable flame is needed for hours.

Packaging as Function

The box is part of the system. The striker is always where it should be, and the candle never relies on something else. Even the packaging is designed to be used.

Website Requirements (Baseline)

Every EZ Strike website should include the following foundational elements to support trust, compliance, and basic commerce readiness:

- Privacy Policy
- Terms of Service
- Contact / Support page
- Shipping & Returns (if selling direct)
- Accessibility considerations (clear contrast, readable text)
- Cookie notice (where applicable)
- Copyright and trademark notice

Closing

Preparedness does not need to be dramatic. It needs to be dependable. EZ Strike gives you fire you can count on — and light that lasts through the night.

Anchor Line

Strike once. Light for hours. Just strike and light.