

Camping Stove Before and After (Copywriting for e-Commerce Stores)

BEFORE

Title

Wood Burning Camping Stove

Description

A lightweight camp stove that burns the twigs and branches you find lying around. Also burns fuel tablets and any organic material

Features

- Multi-fuel capability
- Chimney effect
- Comes with two trivets
- Comes with an ash pan
- Compatible with Trangia spirit burners
- Unique locking mechanism
- Flat pack size

Specifications

- Material: 100% stainless steel
- Mounted dimensions: 11.5 x 9 x 9 cm
- Packed dimensions: 15.5 x 9 x 0.5 cm
- Weight: 270 g

AFTER

Title

Lightweight Multi-Fuel Camping Stove - 100% Stainless Steel

Description

A large capacity, super-lightweight camping stove. Burns fuel tablets and any organic material, including the twigs and branches you find lying around.

Features

- Flat pack size for fitting into a pocket
- Chimney effect produces a high cooking temperature
- Comes with two trivets for any pot size
- Stainless steel - won't rust!
- Comes with an ash pan for soil protection
- Compatible with Trangia spirit burners
- Multi-fuel capability

Specifications

- Mounted dimensions: 11.5 x 9 x 9 cm
- Packed dimensions: 15.5 x 9 x 0.5 cm
- Weight: 270 g