



## Iceland volcanic ash sells like hot cakes on Internet

### 冰島火山灰 網路慈善暢銷

An Icelandic Internet company has turned the volcanic ash cloud that led to Europe's biggest **aerial** shut-down since World War II into a charity **money-spinner**, its chief executive said last week.

The online shop, nammi.is, which sells various products from the north Atlantic island, is offering 160g jars of the ash from Eyjafjallajökull volcano for 23.80 euros (US\$29.90, NT\$945), with the proceeds all going to charity.

"The response has been enormous since we started this 10 days ago," Sofus Gustavsson said, whose company has sold the ash to 60 countries so far.

In all, 133 countries have made inquiries and almost a million visitors have gone onto the Web site since the offer began.

"It all started when one of our foreign clients, who is a collector, inquired if we could get him some ash from the volcano. I thought right away that this was a brilliant idea," the Web site's chief executive explained.

"My father lives nearby the volcano and I asked him if he could get me some ash. He **shovelled** a whole lot and brought it to me."

To meet demand, Gustavsson's father has since made

three more trips to collect the ash, and every time it has been different. "It is now much coarser than it was earlier," the Icelandic businessman said.

There are two other companies also selling volcanic ash, but both with the aim of turning a profit.

Instead, Gustavsson is donating the **proceeds** to Iceland's search and rescue services. "I thought there was something wrong about profiting from something that is ruining peoples lives, the farmers near the volcano for example."

(AFP)

冰島火山爆發的火山灰，造成二次世界大戰以來，歐洲空中交通癱瘓最嚴重的一次。一家冰島網路公司總裁上週表示，該公司成功地利用火山灰，在網路上販賣變成慈善搖錢樹。

該網路公司網址為nammi.is，專門販賣冰島各種不同商品。每瓶一百六十公克（五盎司半）的火山灰以二十三點八歐元（相當於二十九點九美元，折合台幣九百四十五元）賣出，販賣所得全數以慈善為目的。

產品已經賣到全球六十個國家的公司總裁索夫斯·古斯達夫森表示：「從我們十天推出這個新產品之後，回響相當熱烈。」

自從開始販賣火山灰後，大約有一百萬人點閱他們網站，並相關

的詢問來自一百三十三個國家。

網站總裁解釋說：「這一切都是從我們一位外國客戶開始。他是個收藏家，問我們可否替他蒐集一些火山灰。我馬上覺得這是個很好的主意。」

「我父親就住在火山附近。我便問他可否幫我弄點火山灰來。於是他便鏟了一大堆來給我。」

為了應付銷售量，古斯達夫森父親又去了火山三趟取火山灰，而每次去的情況都不同。網站總裁表示：「現在的灰比以前的還要粗。」

另外有兩家公司也賣火山灰，但這兩家都以營利為目的。

但是古斯達夫森卻將收益捐給冰島的搜救與急救單位。他表示：「我覺得從他人的不幸，如住在火山邊的農夫，獲得利益是不好的。」

(法新社/翻譯：吳啟環)

A file photograph showing the Iceland volcano Eyjafjallajökull erupting on April 18, 2010.

PHOTO: EPA

在這張攝於四月十八日的照片中，冰島的艾雅法拉火山正噴出大量濃煙。

照片：歐新社

#### TODAY'S WORDS 今日單字

1. **aerial** /'ɛəriəl/ adj.

空中的 (kōng1 zhōng1 de5)

例: We took a great aerial photo of the waterfront.  
(我們拍了很棒的海岸空照圖。)

2. **shovel** /'ʃʌvəl/ v.

鏟起 (chān2 qǐ3)

例: We spent the afternoon shovelling snow from the driveway.  
(我們下午忙著將車道上的雪鏟走。)

3. **proceeds** /'prɒsɪdz/ n.

收益 (shōu1 yì4)

例: The proceeds of the event were donated to charity.  
(活動的收益捐給了慈善團體。)

#### LANGUAGE POINT 重要片語

**money-spinner**  
搖錢樹

If something is a money-spinner, it generates a lot of money. According to the article, the Icelandic ash has been a charity money-spinner, with people around the world keen to buy it.

Example: "The second-hand car industry is a real money-spinner if you know what you're doing."

如果說某個東西是個「money spinner」，就代表它可以賺很多錢。上文中提到，冰島火山灰是個慈善搖錢樹，全世界很多人都熱衷於購買。

例如：「如果你真懂的話，二手車市場還真的是個搖錢樹。」