## Effortless observance: Ritual innovators get lazy for God

Posted by Rachel Brenner on September 24th, 2008 No Comments Printer-Friendly

For eons, strictly observant Jews have celebrated Shabbat as a technology-free day.

Although Jews in ancient Greece were viewed as lazy for being the only culture with a weekly holiday, the efforts observant Jews make on the Sabbath are anything but easy.

Kosher Innovations has begun a movement to bring Shabbat to the 21st century. Co-founded in 2004 by Moshe Orzech, Rabbi Shmuel Veffer and Chana Veffer, the new company offers a dozen Shabbat-friendly products on kosherimage.com that used to be thought of as prohibited appliances, including lamps and toothbrushes.



The T-Sweater, or Tefillin Sweater, is for those who don't want to shiver and shake through the morning shacharis service. The zip-off left sleeve enables the wearer to wrap tefillin without taking the entire sweater off. (Photos courtesy of Kosher Innovations)

The most essential item, KosherLamp, serves as a viable light source during Shabbat. A cylindrical shade system allows the consumer to block the light bulb completely without turning it off. KosherLamp is easily portable, so the user can bring it to hotels and other tricky facilities.

Approved unanimously by rabbis worldwide, this lamp makes the flow of Shabbat that much more relaxing.

Pre-torn toilet paper, which allows for observant Jews to follow the rule that prohibits separating things, makes for an easier bathroom experience during the holy day.

Although many families use some form of facial tissue, many brands' tissues have some threads together, so tearing still occurs. Shabbos Bathroom Tissue attaches to the toilet paper holder for easy access from the john.





Some might object to these practical products, finding them an easy way out of the old traditions. But, hundreds of years of Shabbat suffering (Jews do love to suffer) have led many to forget what the day is truly about.

Rabbi and inventor Shmuel Veffer, co-founder of Kosher Innovations and inventor of KosherLamp, explained in an e-mail correspondence, "God wants us to enjoy life, so he gave us certain guidelines to ensure that...resting on Shabbos is not about 'restrictions'; it's about bringing one to a higher recognition of God."

What a great notion. Shabbat efforts focusing purely on God instead of compensating for gadgets and gizmos not covered in the Torah.

Maybe we can take the time we save not worrying about lights and toilet paper and instead pray that one day Kosher Innovations comes up with a Shabbat-observant vehicle so we don't have to shlep to synagogue in the hot Florida weather.

## **Login Form**

Username	Password	Login

Forgotten Passord? Click Here Not Registered Yet? Register Now!