

IHA Interview – March 2010

Realize a “Path to Profits” in Home Décor and Fragrance with Candle-lite.

Candle-lite, one of the world’s largest candle manufacturers, once again stirs marketplace excitement with new products and programs at Booth S-4259 during the 2010 International Home and Housewares Show.

Show launches include new fragrance and form offerings for the highly recognized national brand licensed product lines of *Entenmann’s* and LAURA ASHLEY. “We are placing a strong emphasis on expanding our trend product assortment. *Natural* (eco-friendly), *vintage nostalgia* and *simple luxury* 100 percent soy candles, plus, a complete odor-neutralizing home fragrance collection are all within our strategic plans for 2010,” reports Mark Cunningham, VP of Marketing and Sales for Candle-lite.

“The Candle-lite *Everyday Essentials* core product line remains a major area of product development focus,” says Cunningham. “These candles offer the consumer a terrific value, remarkable fragrance delivery and burn performance. Adding reed diffusers further strengthens our position as a Food, Drug and Mass (FDM) market share leader.”

A division of publicly traded Lancaster Colony Corporation, Candle-lite has been manufacturing candles and home fragrance products in Ohio since 1840. “Candle-lite will continue to leverage our **Made in USA** advantage along with our leading retail service level performance record to grow during this tough economy,” Cunningham pledges.

“Quality sets Candle-lite apart from our competition,” Cunningham stresses. “Rigorous testing prior to and after launching a new product assures consumer satisfaction and confidence with every purchase. Candle-lite adheres to all governmental and industry safety guidelines and standards in addition to internal safety and testing protocols. Cunningham, goes on to underscore, “As a domestic manufacturer, Candle-lite is a reliable resource for a broad assortment of everyday and trend conscious home décor and fragrance products at affordable pricing, without sacrificing quality or burn performance.”

Independent gift and upper-tier retailers are served by Candle-lite via private label programs and the licensed Laura Ashley collection. These programs draw upon more than two hundred years of product development technical expertise.

Cunningham summarized the continuing success of Candle-lite. "The sheer scale of Candle-lite's manufacturing and distribution operation has allowed the company to grow across all mass retail channels. Our strategic focus on quality, value and driving sales growth through category management has been our process for success resulting in a path to profits for our retail partners. "

Visit Candle-lite at Booth S-4259 during the 2010 International Home and Housewares Show to experience this leader in the candle industry.