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Quotes & Candle Facts for Heirloom Candles

Quotes from Karen Schumacher, Heirloom Candles founder

Following are quotes that help tell the Heirloom Candles story:

- “Heirloom Candles is as passionate about supporting American farmers, American businesses and Mother Nature as we are about candles, and that’s the way we think we ought to be.”
- “I started my business in our kitchen, melting candle oil in my best gumbo pot. I still pour candles, just now its in our production facility. I’ll tell you, I was really happy to have my good pot back.”
- “As producers, we’ve always been concerned about conservation. Our ranch not only provides our living, it’s where we, our children *and* our grandchildren live. It’s critical that we maintain clean air, water and soil.”
- “We are so blessed to lead the lives we do. Surrounded by family, living in God’s country, doing what we love to do — nobody could have it better.”
- About life on the farm: “We have four children and 10 grandchildren. Three of our grandsons live on the farm. They help on the farm and also help with the candles. We are lucky because we can spend a lot of time with them. In the past I’ve helped on the farm cutting pastures and working, penning, feeding and shipping the cattle.” She adds with a smile, “Since my candle business took off I am limited in time spent on farm activities. Do I miss it? The candles smell better.”
- About the AmericasMart recognition: “We are very excited to be recognized as a leading green product at this year’s show,” Schumacher said of her candles. “My husband and I farm and truly value what nature has provided us. We worked diligently to create a product that reflects our values.”

Candle Facts

- The US candle industry has achieved 5% growth between 2002 and 2007, due to the increase in the number of women (the primary candle buyer) and the increase in the number of households. — *Mintel International Group, Inc.*
- Candles are the fourth largest component of the global air care category, which is expected to grow to \$7.2 billion by 2010, and recently posted a 13% jump within a one-year period. — *Global Cosmetic Industry*
- Our customers want to create a healthy home environment; it rates right up there with skin care…the home fragrance market is very attractive in terms of growth. — *from Defining the Future of Naturals, Global Cosmetic Industry Magazine, 3/2008*
- Consumers are increasingly purchasing candles as a focal point for their home decor and purchasing scented candles for mood setting. — *National Candle Association*

