



National Candle Association

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FOR IMMEDIATE RELEASE

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National Candle Association's Annual Conference & Expo Provides Critical Information Impacting the Industry to Record-Breaking Attendance

WASHINGTON, DC - A crowd of over 350 individuals assembled in New Orleans to attend "Lighting up the Bayou," the National Candle Association's (NCA) 2015 Annual Conference & Expo, gaining awareness on a variety of issues affecting the candle industry. The event held June 2-5 drew hundreds of NCA members and non-members from around the country and overseas.

The event featured technical presentations and workshops, networking events, industry updates, and a suppliers' trade show. Speakers delivered timely content on important topics specific to the business, as well as helpful insight on marketing efforts to ultimately strengthen brand awareness. In addition to the critical information delivered in the technical presentations, attendees were also given the opportunity to meet with suppliers and increase their knowledge of the industry, while networking with industry peers. NCA's Expo, the longest-running supplier's show in the global candle industry, set another record with 47 exhibitors.

Issue-focused presentations included "The Consumer Product Safety Commission (CPSC) & Residential Candle Safety", presented by Scott Ayers. The decline in candle-related deaths and incidents since 2002 can be attributed to a combination of factors, including substantial industry compliance with the voluntary safety standards. The CPSC staff cited the candle industry's success in implanting voluntary standards as a key factor in CPSC's decision not to issue mandatory safety standards in 2014. Rob Harrington of Renegade Candles discussed EU's classification, labeling, and packaging regulations (CLP.) This covered details on the globally harmonized classification and labeling system, such as specific hazards and labeling requirements.

Several presentations offered information on the best ways to adapt and react to current trends and consumer demands. In "Making Your Core Values a Competitive Advantage," Bill Main of Bill Main & Associates explained the strategic value of finding and defining core values and their relationship with the company's brand. Dan Coates of Ypulse stressed the popularity of candles to millennials in "Millennial Insights", and offered ideas on how to market products to this generation.

NCA elected its officers and Board of Directors for the upcoming year. Nancy J. Sedlar of S.C. Johnson & Son, Inc. will continue to serve as the Association's President for the 2015-2016 term. Rick Langley, Langley/Empire Candle LLC will continue to serve as Vice President and President-elect. Bob Nelson of Yankee Candle Company, Inc. will continue to serve as 1st Vice President, and Kathy LaVanier, Renegade Candles, was re-elected for a second term serving as 2nd Vice President. Rex Mason, Root Candles, will continue to serve as Treasurer.

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About the National Candle Association

The National Candle Association (NCA) is the major trade association representing U.S. candle manufacturers and their suppliers. NCA is widely recognized as the world's leading technical authority on candles and candle manufacturing. Its members are dedicated to quality formulations, testing, and prudent manufacturing processes, and to upholding consumer confidence through a commitment to candle quality, safety and science. For more information, visit www.candles.org.