

ILLUMINATIONS

Fall Meeting Attendees Hear Tips on Fragrance Trends, Gel Candles and Precision Testing of Wicks

From quality control issues to the hottest trends in fragrance, attendees at NCA's 29th Annual Fall Meeting in Seattle gained insights on the newest concepts impacting the candle market. That's in keeping with this year's technical program theme of "What's New." Attendees at the meeting, held September 24-26, returned home with a slew of new ideas.

Color and fragrance trends are key for the candle industry. David Ruskin of CPL Aromas guided at-

tendees through the current concepts affecting candles, colors and lifestyle in 2004 and beyond. Since today's life is viewed as busy, consumers are seeking products that promote relaxation, comfort and well-being. CPL Aromas has identified seven major trends in the lifestyle market. Some of these trends – ethnic chic and bohemian florals – are a resurgence of the 1960's sentiments. But others – exotic brights and green house – have a very modern, 21st Century feel.

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NCA Welcomes New Officers and Board of Directors

The National Candle Association is pleased to announce its 2004 Officers, Executive Committee and Board of Directors.

The new officers are: Bob Higgins, President; Jim Ramaker, and Marcia Terstage, First Vice-Presidents; and J.C. Edmond, Treasurer. Joining the Officers on the Executive Committee are Immediate Past President Bob Nelson, Past Presidents John Root and George Pappas, and ASTM Chair Jim Becker.

The following companies were

named to the 2004 Board of Directors: Root Candles; AFF International; Guildhouse, An American Greetings Corporation; Blyth HomeScents International; Candle-Lite; Dial Corporation; General Wax & Candle; Hanna's Candle Company; Home Fragrance Holdings; Lumi-Lite; Miracle Candle; Reed Candle; SC Johnson & Son, Inc.; Shell Oil Products, US; Starlume, Inc.; Will & Baumer, S.A. de C.V.; and Yankee Candle.

NCA is looking forward to continued success under the new leadership!

National Candle Association

Autumn 2003

Register Now for the First World Candle Congress and Trade Show

With April just around the corner, it's time to register for the first World Candle Congress and Trade Show to be held April 20-23, 2004 at the Caribe Royale Suites in Orlando, Florida. The meeting is sponsored by NCA and the Latin American Candle Manufacturer's Association (ALAFAVE).

The First World Candle Congress will be a terrific opportunity for NCA members to meet and network with their counterparts from ALAFAVE, the leading non-profit candle organization in Latin America. Some of

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Fall Meeting Presentations *(continued from page 1)*

The table below shows some of the trends as identified by CPL Aromas along with the materials or motifs, colors and scents associated with these trends. CPL Aromas has also noted the fragrances inspired by these trends.

Trends aren't limited to fragrances. They exist in candle technologies as well.

Gel candle technology is a relatively new technology and attendees heard presentations from the two leading gel candle technology companies -- Arizona Chemical and Penreco Technology Center. Clear gel technology offers customers the opportunity to be innovative, depending on market focus, David Ruskin of Arizona Chemical points out. But customers must understand that there are limitations to safely manufacturing gel candles.

Both Arizona and Penreco point out that gel candles have requirements for manufacture that are different from wax candle production. Proper fragrance selection is critical for gel candles due to flashing considerations.

Burn consistency is extremely important whether the

candle is made from gel or wax as is candle wick consistency. How can you effectively measure these factors? Tonya Arrasmith of Atkins & Pearce reviewed current research into burn consistency.

One measurement that needs to be made is the level of physical consistency in the manufacture of candle wicks. In comparing samples from one machine and a variety of machines, research shows that there's no statistically significant variability shown between wicks, says Arrasmith.

Another measurement is the candle burn performance, which usually involves a rate of consumption test. Interestingly, testing data hasn't established a statically significant correlation between construction variability and burn performance variability, notes Arrasmith.

With those two measurements not producing any significant correlations, Arrasmith says that the research data indicates there are other factors such as the beginning wick length and interstitial oscillation that may have significant impact on candle burn consistency. ■

Trend	Materials or Motif	Colors	Scents	Fragrance Inspiration
Neutrals	Hemp, raw cotton	Beige Cream Browns	Sweet Amber Gourmande	Chanel's Chance Isa Bella
Ethnic Chic	Carvings Tribal motifs	Dark brown Burnt orange Ochre	Spices Woods Florals	Comme de Garcons' Incense Kyoto Cacharel's Gloria
Green House	Nature Leaves Petals	Bamboo Grass	Ferns Mint Vegetables	Calvin Klein's Truth Estee Lauder's Intuition for Men
Exotic Brights	Joy Surprise Celebrations	Violet Hot pink Lime green	Mandarin Lime Mango Papaya	Tommy Girl's Summer Versace's Time for ... pleasure
Bohemian Florals	Exotic Heady Pretty	Feminine Gypsy Romantic	Freesia Muguet Ylang	Marc Jacobs Lacoste pour Femme

Scenes From NCA's Fall Meeting In Seattle



Booths and Sponsorships Available for First World Candle Congress

Attention Industry Suppliers!

Looking to introduce your products to the who's who among candle manufacturers? Chances are that the attendees at the NCA/ALAFAVE First World Candle Congress Trade Show are looking for the latest sources of the products you offer -- containers, dyes, fragrance, wax, wicks, packaging, machinery, or other supplies for manufacturing candle products.

Record attendance is expected at the Trade Show (set for April 21, 2004 at the Caribe Royale Resort Suites & Villas in Orlando, FL) with participants from NCA, ALAFAVE, IGCA and the Association of European Candle Manufacturers.

Limited booth space (just 12 remain) and sponsorships are still available for this one-stop trade show aimed exclusively at candle manufacturers.

Don't miss your chance to be part of this exciting event! For details on booth and sponsorship availability, contact Hope Lucas (202-207-1125) or Judi Rosenberg (330-721-0916). ■

Candle Congress *(continued from page 1)*

the highlights of this special meeting are a NCA/ALAFAVE Joint Business Meeting on Wednesday, April 21 featuring presentations on the state of the candle industry in the Americas and a full day of technical presentations on Thursday, April 22.

The Trade Show will open on April 21 with a large array of exhibitors from all over the world. More than 70 companies have already signed up as exhibitors.

Don't miss this first-of-a-kind event! The expanded networking opportunities, trade show and an outstanding technical program promise to make this one of the best NCA meetings yet. ■



World Candle Congress Room Reservation Information

The First World Candle Congress and Trade Show, April 20-23, 2004, will be held at the Caribe Royal Resort Suites and Villas in Orlando, Florida.

The hotel is offering a special meeting room rate of \$169++ per night.

All suites have private bedrooms with two queen beds and can accommodate up to six people.

The Caribe Royale is located a short distance from Walt Disney World, Sea World, and Universal Studios.

The cutoff date for NCA reservations is March 26, 2004. To reserve your room call the Caribe Royale Resorts directly at (407) 238-8000 or (800) 823-8300. Please mention NCA when reserving your room. ■

Selling Christmas Decorations Offers Advertising Discount To NCA Members

Trade magazine, *Selling Christmas Decorations*, serves the seasonal merchandise interests of 25,000+ retailers across the US. Published quarterly by Edgell Communications, the magazine is the only publication devoted to keeping seasonal buyers informed of product innovation, design trends, merchandising news and other business issues facing the Christmas industry.

Candles are of course a major part of the holiday market and consumers are finding Christmas stores and departments a source for their home decorative needs and gifts.

As a benefit of membership in NCA, Edgell Communications will be offering a 15% discount on advertising throughout 2004. Candle manufacturing members will be receiving a packet of materials with detailed information shortly.

To take advantage of this offer, please contact: Gabriele Edgell at 973-252-0100 ext. 207.

You can also find information about the magazine online at www.sellingchristmas.com.

NCA Welcomes Our New Members

Please welcome the following companies to NCA Membership

Regular Members

Armadilla Wax Works, Inc.

Contact: Hal Hayden
Phone: (928) 772-1898
Email: info@armadillawax.com
Website: www.armadillawax.com

Dianne's Custom Candles

Contact: Kari Kes
Phone: (952) 746-5530
Email: karik@diannesc.com
Website: www.diannesc.com

Heritage Candles, Inc.

Contact: Leigh McArthur
Phone: (770) 908-8228
Email: info@heritagecandles.com
Website: www.heritagecandles.com

Hot Wax Candle Company, Inc.

Contact: Steven Gordon
Phone: (336) 375-7892
Email: sgordon@hotwaxcandle.com

Associate Members

ALESCO

Contact: Alex Chassels
Phone: (520) 741-0100
Email: sales@alescoweb.com
Website: www.alescoweb.com

Chemia Corporation

Contact: Norman Van Rees
Phone: (314) 567-0013
Email: info@chemiacorp.com
Website: www.chemiacorp.com

Fil-Tec, Inc.

Contact: Greg Small
Phone: (301) 824-6166
Website: www.fil-tec.com

Frontier Wax Ltd.

Contact: Murray Robertson
Phone: (229) 883-6969
Email: info@frontierwax.com
Website: www.frontierwax.com

Masterank, Inc.

Contact: Carl Pietrzak
Phone: (713) 850-8668
Email: masterank@masterank.com
Website: www.masterank.com

The following new members were added after the Membership Directory was published. Please welcome them and add their information to your directory.

Associate Member

Rand Trading

6308 Trinidad Avenue
Bakersfield, CA 93313-6000
Phone: 661-833-9299
Fax: 661-833-9299
Email: pkееve@bak.rr.com
NCA Representative: Peter Keeve, Owner
Microcrystalline waxes, petroleum waxes,
specialty wax blends

Affiliate Member

Iowa Soybean Promotion Board

4554 NW 114th Street
Urbandale, IA 50322
Phone: 800-383-1423
Fax: 515-251-8657
Email: svangorp@iasoybeans.com
Website: www.issoybeans.com
NCA Representative: Sarah Van Gorp,
Marketing Assistant
Soy wax

Home Fire Safety Bill Introduced in US Senate

Seeking to reduce the number of fire-related deaths in the home, US Senator Fritz Hollings (D-SC) is introducing legislation aimed at reducing the flammability and combustibility of several common items that often fuel fires in US homes: mattresses, upholstered furniture, bedding and candles.

The proposed legislation, S-1798, is called the "American Home Fire Safety Act." This legislation would require the Consumer Product Safety Commission (CPSC) to establish a variety of well-researched fire safety standards for included items, from fire resistant synthetic fibers to specifications that minimize heat output once ignited. The bill would require CPSC to develop a candle fire safety standard

that is "substantially the same as Provisional Standard PS 59-02, 'Provisional Specification for Fire Safety for Candles,' ASTM International."

S-1798 is being co-sponsored by Senators John Breaux (D-LA), Olympia Snowe (R-ME), Barbara Boxer (D-CA), Lindsey Graham (R-SC), Lincoln Chafee (R-RI), and Jack Reed (D-RI).

NCA will be watching the progress of this bill in the Senate. If you'd like more information, contact NCA Headquarters. You may also view a summary of the American Home Fire Safety Act of 2003 at <http://hollings.senate.gov/~hollings/materials/2003A30807.html>. ■

Scented Candles are the Number One Air Freshener, Says Mintel

Sales of air fresheners rose to \$3.4 billion in 2003, up 36% in current dollars since 1998, according to a new report from Mintel Group, an independent market research firm based in Chicago. Riding a wave of interest in home décor, scented candles are the largest segment of the air freshener market, Mintel finds.

Three out of four households use air fresheners, the study says. Scent preferences vary by age with younger consumers preferring citrus scents, while older consumers favor food scents like vanilla. Six companies, who are primarily traditional candle makers and con-

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ASTM F15-45 Task Group Updates

Candle Fire Safety -- The ASTM F15-45 Candle Fire Safety Task Group is working toward finalization of the candle fire safety standard. "We're on schedule," notes Jim Becker, head of the task group, "to have a final published standard by early 2005."

In order to have the candle fire safety standard approved by late 2004 or early 2005, the committee must have it finalized by the middle of 2004.

The Candle Fire Safety Task Group will present the proposed final standard at the meeting of the ASTM Candle Products Subcommittee during the April 2004 NCA Spring Meeting. After this presentation and discussion, the proposed

standard will then be balloted. The provisional standard covers secondary ignition, safety requirements at the end of useful life, stability, and flame height.

The final standard will contain some additional requirements, says Becker. In addition, there may be some revisions to the provisional standard items.

Flammable Accessories – The Candle Fire Safety Task Group has formed a subgroup to develop a separate standard for accessories, such as candle rings and holders. The Task Group determined that accessories should be covered by a separate standard in order to address the many issues surrounding accessories.

Visible Emissions Task Group

The visible emissions standard is in the final balloting process, addressing a negative vote received in the last ballot. The standard calls for a test method for the collection and analysis of visible emissions from the candles as they burn.

Terminology Task Group

The terminology standard is up for its five year review. The Task Group is drafting a proposal for revisions to several existing definitions and several new definitions to be added to the standard. It's expected that the revised terminology standard will be ready for balloting in 2004.

Thanks to Jim Becker of Candle Solutions for providing this ASTM F15-45 update. ■

So Long from Marianne —

It is hard to believe that my association with NCA goes back over almost 20 years -- the years have gone by so quickly and have been filled with such exciting developments and so many interesting people.

When I look over the incredible number of involved members of the candle industry who attend our meetings now, it is also hard to believe that NCA once had only a handful of dedicated members. But, dedicated members are what has sustained NCA's phenomenal growth over the years as well as the quality of your leadership. Since my earliest contact with NCA in 1984, Past Presidents Bob Staab, George Pappas, Ruben Deveau, Tom Kreilick, Bob Higgins, John Root, J.C. Edmond, and Bob Nelson have steered the NCA ship very decisively and devoted an incredible amount of personal time and energy to keeping the Association sound and responsive to its members as have the individual members of your Board of Directors.

It has been my absolute pleasure to have served as your Executive Vice President over these years and to have worked with such wonderful people. As I leave for retirement, I want to thank you all for giving me this opportunity and enriching my life for so many years. I was very touched by the tribute given me at our annual meeting in Seattle. I certainly plan on keeping in touch with the many friends I have made through NCA and to keep abreast of your on-going activities through Valerie Cooper in whose very good and capable hands I leave you.

--Marianne McDermott

Holiday Season PR Campaign to Focus on Candle Use from Simple to Extraordinary

Candles illuminate a dark room on a cold night and at the same time turn customary traditions into chic celebrations. In preparing for the approaching 2003 holiday season, Robin Leedy & Associates (RL&A), with the help of Lyn Peterson, spokesperson for the NCA and author of *Lyn Peterson's Real Life Decorating*, will concentrate on the finest ways to achieve the latest look by blending tradition and trend, focusing on color, holiday themes, gift ideas and safe candle use. To promote diverse styles of candle use during this holiday season, RL&A will work with media that cover lifestyle and interior decorating (professionals and consumers).

Meanwhile, the development of the 2004 NCA public relations campaign is underway. The focus will be on getting back to the basics of enjoying and using candles safely in and around the house. Press re-

leases will cover information, such as candle use for every occasion, innovative candle accessories and safety candle use. For added news interest, candle-themed photography and candle-use research from the past two years will accompany these releases. All photos and complete press releases will be available in the "Online Press Bureau" of the NCA web site as they are released to the media. NCA members are invited to this section of the web site to view and download press releases throughout the year.

In 2004 RL&A hopes to be working with Susie Coelho, author and television host, who will contribute content and expertise to the PR campaign. Ms. Coelho is the author of *Susie Coelho's Everyday Styling: Easy Tips for Home, Garden and Entertaining* and has recently released her

second book, *Susie Coelho's Style for Entertaining* in September. She is well known as the host of HGTV's "Surprise Gardner" and her new show, "Outer Spaces," which premiered in late September.

And, don't forget to please continue to send RL&A information. As you are developing your product lines for the up coming year and seasons, please send RL&A any new candle trends, including colors, accessories, holders and seasonal information. Also send any photographs or new product introductions as well. Catalogues are always appreciated. Send information, photos and catalogues to Heather Milazzo at Robin, Leedy & Associates, 118 North Bedford Road, Suite 302, Mount Kisco, NY 10549. Electronic text only can be sent by e-mail to [hmlazzo@robinleedyassociates.com](mailto:hmilazzo@robinleedyassociates.com). Heather can also be contacted via phone at (914) -241-0086 ext. 12. ■

Is the US/China Trade System a Disaster for Both Sides?

Markets rise, markets fall. We like to ride the wave of the boom times. But how good are we at seeing the crest of the wave and the inevitable decline? Take China, for example. China's trade practices have enabled the country to grow its manufacturing sector and attract huge amounts of foreign investment. And while manufacturers continue to flock to China to set up business, we're beginning to see signs that the Chinese economic boom might be starting to show signs of turning into a bust.

That's the analysis of Jeb Head, president of Atkins & Pearce, Inc. Speaking before the US House of Representatives Committee on Ways and Means in October, Head observed that we are seeing the unfolding of the China Century with China becoming the largest economic power on earth. But make no mistake – this isn't a cause for celebration. The rapidly rising Chinese manufacturing sector, which has decimated US industry, may be moving too far, too fast. Overcapacity and continued overbuilding are producing a Chinese bubble that may eventually burst.

How did China become a manufacturing behemoth? While cheap labor is certainly an advantage, there is also a comprehensive scheme of predatory trade practices, says Head. "We must respect the aspirations of the Chinese people, however, these practices amount to a Chinese government buy-out of US manufacturing jobs," Head told the Committee.

The biggest component of these unfair trade practices is the subsidized Chinese currency. The de-

flated Chinese currency gives Chinese goods an overwhelming price advantage against American goods, Head points out. This has led to the trade deficit of \$120 billion as well as a staggering loss of US manufacturing jobs.

In addition, the Chinese government gives a value added tax rebate to Chinese companies, which "amounts to a generalized export subsidy, making Chinese products more expensive in the Chinese market than they are for export to the US," notes Head. "These manipulations give Chinese producers an astounding pricing power advantage that far exceeds the advantage that comes from cheap labor."

If cheap labor was the only advantage for the Chinese, then likely US manufacturers could compete by "improving efficiency, providing higher quality product lines, and importantly, by providing shorter lead times and better service," says Head. But it's hard to compete with currency manipulation, VAT subsidies and other direct unfair practices currently supported by the Chinese government. These various subsidies give Chinese goods an additional 30 to 40 percent advantage, on top of the cheap labor advantage, Head comments.

So is it any wonder that US companies have decided to join the Chinese boom, rather than fight it? Just a few years ago, "you had to be a real pioneer to access China," says Head. But it's fairly easy to set up business in China

these days since "an entire cottage industry has grown up around the process of transferring infrastructure and technology to China." Quips Head: "Today, bailing out of the US is just a phone call away."

For this reason, Head believes that growth in Chinese exports to the US will accelerate from the already astounding rate of 30% per year. "The Chinese are under extraordinary pressure to create jobs for tens of millions of people. However, the vast subsidies to their export economy create an artificial pricing power. This pricing power is wrecking the US manufacturing sector, but also driving a psychology of irrational exuberance in China," says Head. Indeed, Head claims that even while the Chinese have overcapacity in 90% of their industries, they continue to build new capacity at a breakneck pace.

"There is a huge risk in pursuing this course for China and the world," he notes. "China is driving an unprecedented and wild ride toward a global supply bubble." What we are looking at is the very real possibility of a huge meltdown, Head contends. Like the Internet bubble, the China bubble is expanding so fast that it's bound to pop. And when that bubble does burst, it will be an economic disaster not only for the US, but for the global economy.

"The policies that govern this trade relationship are upsetting, and I think will really end up hurting," laments Head. "But there are many who benefit from the subsidies of the current system, and they are scrambling to maintain the status quo." ■

In Preliminary Decision, Commerce Sets Antidumping Duty Rate of 95.74% for Candle Imports from China

In a preliminary decision on its Fourth Administrative Review covering the period August 1, 2001 through July 31, 2002, the US Department of Commerce has determined that petroleum wax candles from the People's Republic of China are being sold in the US at below normal value.

As a result, Commerce is proposing a China-wide antidumping duty rate of 95.74% on candles imported from China, should the antidumping decision become final. The preliminary decision was announced in the *Federal Register* on Sept. 9, 2003.

Commerce conducted an administrative review of the antidumping duty order on petroleum wax candles from the People's Republic of China (PRC) in response to re-

quests from Dongguan Fay Candle Co., a PRC producer and exporter of subject merchandise, and its US importers, TIJID, Inc., Palm Beach Home Accents, Inc., Wal-Mart Stores, Inc., and Qingdao Kingking Applied Chemistry Co., Ltd. NCA was the petitioner in the case.

For the administrative review, Commerce selected five mandatory respondents -- Dongguan Fay Candle Co., Smartcord International Co., Ltd./Rich Talent Trading, Qingdao Kingking Applied Chemistry Co., Ltd., Amstar Business Co., Ltd., and Jiangsu Holly Corp. The preliminary antidumping rates for these five companies range from 13.64% to 95.74%. Commerce determined the preliminary antidumping rate for all other Chinese exporters to be 95.74%.

If Commerce decides to make this

rate final, it will impact more than 90 companies that the Department contacted requesting information for the Fourth Administrative Review which covers the period of August 1, 2001 – July 31, 2002. However, in its final decision Commerce can modify the rate. Commerce will issue its final decision on the case in the winter of 2004.

If you'd like further information on the administrative review directly from Commerce, contact Sally Gannon or Mark Hoadley, Office of AD/CVD Enforcement VII, Import Administration, International Trade Administration, US Dept. of Commerce, 14th St. and Constitution Ave., NW, Washington, D.C. 20230. Phone: (202) 482-0162 (Gannon) or (202) 482-3148 (Hoadley). ■

Mintel Air Freshener Study *(continued from page 6)*

sumer product companies, account for nearly three out of four dollars spent on air fresheners.

While advertising expenditures for candles is mixed, with much larger spending from consumer product companies, we may be seeing more advertising from the candle makers since Yankee Candle Company's began its national advertising cam-

paign in 2002. Looking ahead, Mintel projects that the air freshener market is expected to grow 17% by 2008.

The study, "US Air Fresheners Report," was published in September 2003. Mintel is extending an exclusive \$300 discount to all National Candle Association members on this report. In addition, for any

NCA members who haven't yet purchased Mintel's "US Candles 2003 Report," the company is also offering NCA members an exclusive \$300 discount as well.

To take advantage of these offers or receive free content pages, please call Mintel's Patty McNamara on 1 (312) 943- 5250 quoting NCA. ■

Zinc Core Wick Label Notice Goes into Effect

If you use zinc core wicks, please remember that as of October 15, 2003, all candles with zinc core wicks must have a special label on the outside of all shipping cartons or on each pallet being shipped to your retail customers.

The label must read as follows: "Conforms to 16 CFR 1500.17 (a) (13)."

Please note that the labeling regulation applies only to shipping cartons or pallets. Individual candles

don't need to be labeled.

For more information on the zinc core wick labeling, please contact The Consumer Product Safety Commission at <http://www.cpsc.gov>. ■

National Candle Association

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Candle imports slide 19.1% in Aug

Candle imports are on the decline. For the month of August, candle imports totaled 37.06 million pounds, a drop of 19.1% compared to August 2002. For the first eight months of 2003, candle imports were 213.05 million pounds, a decrease of 8.2% compared to the same period a year ago, says *Wax Data*. In August 2003, the value of candle imports was \$44.28 million for an average value of \$1.19 per pound. For the first eight months of 2003, the total value of imports was \$245.11 million, a 2.2% drop. The chart below shows Jan-Aug imports.

NCA Issues 2003-4 Directory of Members

NCA is pleased to announce the publication of its newest Directory of Members, a copy of which has been sent to all members in good standing. The Directory contains detailed information on each member company, including contacts, products, and more. Additional cross-referencing is included. Need extra copies for key staff at your company? Additional copies can be ordered for just \$50.00 (a 33% savings) +\$8.95 S/H (U.S) or \$17.95 S/H (international). As a MEMBER ONLY benefit, NCA accepts credit card payments for Directory orders (Visa, MasterCard or American Express). Be sure to send your order with payment to Hope Lucas at NCA Headquarters.

OOPS!

No sooner do we go to press, than we find corrections to the listings as follows:

On page 156, Indiana Glass Company's zip code should be 45242.

On page 162, Kaiser Lacke's Customer Service rep is Manuela Preyer.

