

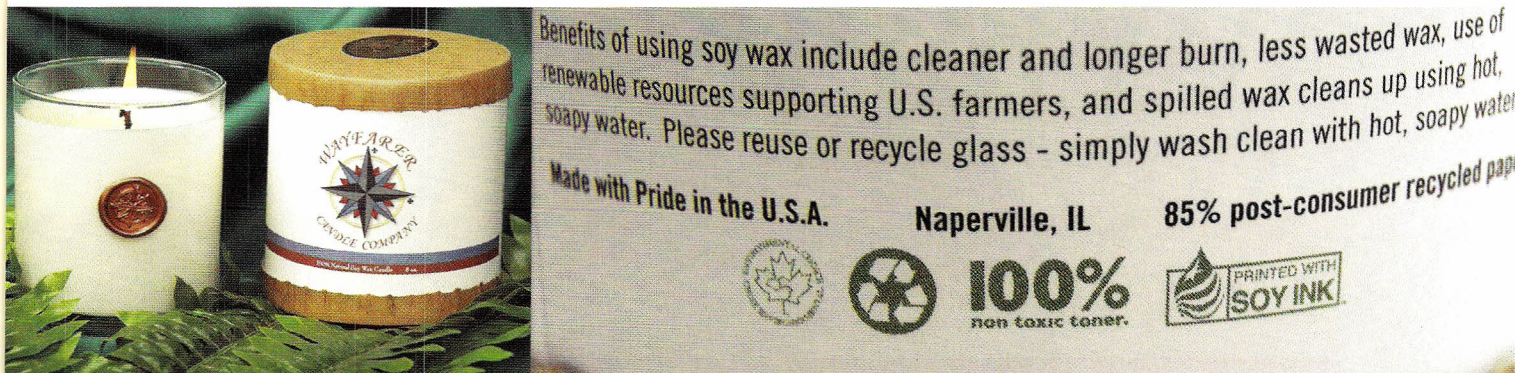
Wayfarer Candle Co. Finds a Green Partner in Chicago Paper Tube Co.



For Mike Peek, owner of the Wayfarer Candle Company, sustainability is part and parcel of the brand message. From day one, Peek decided that the 100% natural soy wax candles that Wayfarer makes would be supported by a consistently sustainable package design approach.

While sourcing packaging for launching its main candle line, Wayfarer Candle Company had several priorities. Peek wanted the packaging to be elegant, protect the candles during shipping, be made in the U.S., and—above all—be environmentally friendly. “We didn’t even look at cost,” Peek recalls about his single-minded mission. Peek later discovered that there is enough competition now to make sustainable solutions affordable.

The container Wayfarer selected from the Chicago Paper Tube Company fit the eco bill in every way. Peek reduced the amount of material required for manufacture by going with a tube-shaped cardboard paper container. Because the size and shape of the box closely matches the product, Wayfarer is able to use a minimum amount of materials versus the amount used in traditional box-style packaging. The strength of the packaging also allows the company to use less protective packing materials when shipping product to customers across the country and overseas.



Chicago Paper Tube is located within 25 miles of where the candles are made, so energy costs and time costs to and from Wayfarer were minimized. Using a local packaging manufacturer was very important to Peek as it allowed Wayfarer to further reduce the carbon footprint of the final product.

The materials used for the containers consist of 100% recycled paper (85% post-consumer waste). As they are also 100% recyclable, this provides an effective cradle-to-cradle cycle for the material. Because the candles Wayfarer manufactures are made of eco-friendly soy wax, it was particularly appropriate that Wayfarer was able to use soy ink to print the package design.

Not too much has changed for Peek in the two years since starting the Wayfarer brand. The candles are still produced below a Naperville, IL, retail store in a cold storage basement once used by the movie theater next door. This is a truly low carbon footprint facility, as it still has no heat, no air conditioning, and no running water—and no immediate plans to change the operation that is working so well.

Most of the candles Wayfarer sells are prepared for wholesale, so when Peek sourced case boxes for shipping finished product on to customers, he selected another local provider. Salazar Packaging supplies the shipping boxes under the brand name Globe Guard™, which are also made of 100% post-consumer waste recycled paper.

As a small start-up, Peek fully expected sustainable solutions to be out of the company’s reach financially speaking, as most consumers are only willing to pay a very small premium to go green. However, Wayfarer was able to meet all of its sustainable packaging goals at very competitive costs compared to the traditional packaging alternatives. “Right now, it’s still a competitive advantage to be green,” Peek concludes. ■