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FOR IMMEDIATE RELEASE

Green Candles Deserve Green Packaging Finding Eco-friendly Solutions Gets Easier... and Cheaper!

Naperville, IL (March 16, 2008) For companies exploring green products and packaging options to meet rising consumer demand for eco-friendly goods, the solutions are becoming increasingly available and competitive. While being green may currently provide a competitive advantage, in the not-too-distant future it may very well become a requirement for doing business.

“We had a number of priorities when we were looking at packaging options,” says Wayfarer Candle Company owner Mike Peek. “We wanted to make sure the packaging was as eco-friendly as the product; and we wanted to make sure it was made in the U.S. Every single component of this candle is Made in the U.S.A., and choosing this package was as important from a national pride standpoint as it was for reducing the total carbon footprint of the product.”

Wayfarer Candles found the solution right in its own back yard. A few miles away, the Chicago Paper Tube Company produces paper tube packaging for the candles using 100% recycled paper, 85% post-consumer waste material. The printing is done with soy ink. Because of the short distance between the two plants, deliveries also have a low environmental impact.

The tube shape of the package was chosen to reduce the amount of excess packaging a cube would have required. The form-fitting package not only saves on materials, but it also protects the product. While it is nice to be green, it is still important that the products are functional.

There were only 20 product packages selected for a “Going Green” display at this year’s International Home and Houseware Show in Chicago. Wayfarer Candle’s package was one of those lucky few. “We consider it a great feather in our cap to have the packaging we designed to be showcased at such an important event.” says Peek. “Many potential customers stopped by our booth based on that exhibit. We are certainly encouraged to continue our efforts to provide green solutions to our customers.”

That now includes the packing boxes that the candles are shipped in. When the company needed to have custom boxes manufactured for its retailers, another local supplier, Salazar Packaging Inc. came to the rescue. Surprisingly, they were able to provide custom 100% recycled paper boxes for the same price as custom traditional boxes.

While some green solutions still demand premium costs, the choices available are becoming much more reasonable. And also easier to find. Given a choice between comparably priced products of similar quality, today’s manufacturers will continue the trend towards selecting environmentally friendly options.

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If you'd like more information about this topic, or to schedule an interview with Mike Peek, please call (630) 355-5877 or e-mail Mike at mpeek@wayfarercandles.com