

Press release

45 years ago, PartyLite started the direct sale of scented candles, room fragrances and décor in the USA. However, our history goes back much further. In 1909, a school teacher named Mabel Baker founded the candle company that would eventually become PartyLite. Over the years, PartyLite has carried on Mabel's legacy of tremendous entrepreneurial spirit, creativity, foresight and courage to establish a worldwide reputation for fine candles, home fragrance and home décor. Today, about 45,000 PartyLite Consultants in 19 different countries are celebrating our 45th anniversary with all their Guests and Hosts.



Mabel Baker's legacy: PartyLite has cultivated a love for the finest ingredients that go into making the best scented candles

PartyLite's history dates back to the early 1900s and the first bayberry scented candle made by Mabel Baker. Using the berries from the marshes and bogs around her home in Cape Cod, Massachusetts, she made scented candles to give to relatives and friends. Her hobby soon became a profession as the candles, with their natural fragrances, attracted more and more fans. The company grew and, in 1973, it became PartyLite. Since then, Independent Consultants have been selling home fragrance and décor items at Parties and, more recently, in the PartyLite online shop. To this day, PartyLite candles are made with a lot of love and the very best ingredients. An extensive array of products has emerged from that one original bayberry scented candle: four alternating seasonal collections of scented candles (to represent the four seasons), flameless fragrances and home décor. This Summer's assortment of 30 complementary Everyday and Seasonal Fragrances can be combined into more than 450 fragrance blends, offering the unparalleled customization that is unique to PartyLite. Additional fragrances in a variety of candle shapes and flameless fragrance forms, as well as a comprehensive collection of decorative holders and accessories, round out the PartyLite product portfolio.

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#BeMoreMabel: the PartyLite “Sapphire Bayberry Candle” fragrance has sparked global enthusiasm

The “Sapphire Bayberry Candle” is a birthday candle created by PartyLite for its 45th anniversary. We took our inspiration from Mabel Baker’s first candle fragrance – bayberry. Then we added some spicy clove and red fruits to create a vibrant and celebratory update – Sapphire Bayberry. “For our anniversary, we are modernizing the first ever PartyLite fragrance and sending it out to the world – from America to Europe to Australia,” says Martin Köhler, President of PartyLite Worldwide. “This way, we are celebrating not only our 45th birthday, but also honoring Mabel Baker, to whom we owe the existence of our company, and who is still regarded as an entrepreneurial role model for all of our Independent Consultants,” says Köhler. Just as Mabel Baker began producing candles while pursuing her profession as a teacher, many PartyLite Consultants pursue this career in addition to family work or as a part-time job. At the same time, sponsorship programs and support from the PartyLite consultancy structure open up a career path which has enabled thousands of people – mainly women, but also more and more men – to become successful entrepreneurs.

PartyLite: fragrance, décor, career and a lot of fun #HappyPartyLitePeople

Tereza Bartosova from the Czech Republic has been working with PartyLite for four years. Within a very short time, she became the leader of her own team, “I fell in love with PartyLite in 2014. The great people, wonderful fragrances, quality products and the incredible atmosphere at every Party inspired me to become a Consultant. I knew that I wanted to be a part of this. I now have an entire team of #HappyPartyLitePeople around me. As a leader at PartyLite, I live the life I’ve always wanted.” Tereza’s declaration of love for PartyLite exemplifies the enthusiasm of thousands of PartyLite Consultants. The transparent commission system guarantees good profit, which increases with the recruitment – or Sponsorship – of new Consultants. The stronger the encouragement and support provided to new Consultants, the higher their earnings can be. The career plan is supported by incentives such as dream trips, free products and international workshops. A career that is self-expanding and an incentive system that motivates and encourages our Consultants, combined with job satisfaction, Parties and travel, all make working for PartyLite a dream career opportunity. #LetsCelebrateTogether! Here’s to the next 45 years at PartyLite!



For more details, photos of individual pieces in the collection, or samples for your own photographs, please contact:

Satu Kankaansyrjä
Vice President Marketing & Communication North America
t: +1 781 347 9590 e: skankaansyrja@partylite.com
c: +1 339 214 1780 w: www.partylite.com



www.partylite.com