

Sept. 1, 2016

## Martin Köhler named new president of PartyLite Worldwide

Martin Köhler, who has been the president of PartyLite Europe, is set to become the global president of the world's leading brand in the direct selling of premium candles, flameless & home fragrance products and home décor accessories. Köhler will be responsible for the worldwide development of the direct selling company within the *Luminex Home Decor & Fragrance Company*, which owns PartyLite.



Martin Köhler, who has been the president of PartyLite Europe since 2010, has been named to assume the global responsibilities of running the US-based direct seller of premium candles, flameless & home fragrance products and home décor accessories. Köhler, who has been with PartyLite for more than 15 years, brings deep knowledge and vast experience - both in terms of the company itself as well as in his understanding of the direct selling industry - to the role of worldwide president. The communications expert began his PartyLite career in 1999 as the head of marketing for PartyLite Germany, the company's largest European market. Following tenures as general manager in Switzerland and then later in Germany in 2003, Köhler assumed his most recent role as president of PartyLite Europe six years ago. In this position, Köhler, who was born in Bad Kreuznach in the German state of Rhineland-Palatinate, played a significant role in building the company's sales markets, particularly in Central and Eastern Europe, and was responsible for developing the European market as a whole into the

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most important one for the company. Currently, PartyLite Europe has approximately 200 employees focusing on 19 European countries, while selling its products via its roughly 35,000 consultants and its online shop. Worldwide, the company counts a network of 45,000 consultants active in 23 countries.

Since May, two American giants within the industry -- PartyLite and Ohio-based Candle-lite company -- have come together to form the Luminex Home Décor & Fragrance Company. Though the two scented candle companies from the US have different target groups and sales markets, they profit from their combined product know-how, their research and development capabilities as well as their production capacities. Calvin Johnston, the CEO at Luminex, is more than convinced of the new president at PartyLite: "I am certain that Martin will lead PartyLite to continued global success and open new avenues for the company. With our new product and party concept, 'Find Your Signature', we have already taken the first steps to reap the benefits of the current trend of individualization and thus have the possibility of multiplying our success," notes Johnston.

## **About PartyLite:**

PartyLite, founded more than 40 years ago, is a global home décor and fragrance direct selling company. As a designer and manufacturer, PartyLite offers an extensive portfolio of premium candles, flameless products, and home décor accessories through its network of 45,000 sales consultants operating in 23 countries.

PartyLite is a subsidiary of Luminex Home Décor & Fragrance Company along with Candle-lite Company, a recognized leader in the candle and home fragrance market.

Luminex Home Decor & Fragrance Company is jointly owned by The Carlyle Group and Centre Lane Partners.

For further details or photos of individual pieces from the collection or samples to create your own images, please contact:

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