

PARTYLITE®

Sept. 1, 2016

PartyLite National Conferences 2016:

The global leader in the direct selling of premium candles, flameless & home fragrance products and home décor accessories is setting its sights on individuality. The company's new *Find Your Signature* concept opens up the possibility for consultants to multiply their potential for success with the direct seller. Fittingly, the national conferences held saw a 20 percent increase over 2015 in terms of the number of consultants attending, with nearly 10,000 guests recorded.



The annual national conferences sponsored and hosted by direct seller PartyLite are always a highlight. However, 2016 will have extra meaning at the national conferences held for all PartyLite countries where PartyLite has a presence: the finest quality, individual scents and the most diverse offerings yet. PartyLite has also launched a new positioning: with '*Find Your Signature*', PartyLite has provided its consultants with a product and party concept guaranteed to multiply the opportunity for success with the company. The NatCon parties were - as usual - huge celebrations. The motto for 2016: "Find Your Signature".

From the end of July through August one party after the other takes place across the world, bringing a truly unique scent experience with it: the national conferences held by PartyLite, the global leader in the direct selling of premium candles, flameless & home fragrance products and home décor accessories. The national events signal the kick-off of the company's peak season with fall, winter and Christmas sales just around the corner. PartyLite has often used this occasion to launch a number of new fragrances, scents and a range of new accessories. This year was exceptional at the conferences with PartyLite beginning a new era: '*Find Your Signature*' is a new party and product concept, which offers consultants and their customers several possibilities in experiencing new PartyLite scents customized to their personal styles.

PARTYLITE®

Find Your Signature: 20 new scents - 190 scent compositions

The workshops, which are a core component of the annual national conferences, were especially amusing this year. At first glance, it looked as if the consultants had come together to draw or paint. However, aided with colorful crayons, they were able to quickly create their own individual scents. "The scented wax crayons are simply fantastic," commented one PartyLite consultant. Within a very short time, she had created three new scents by simply combining two of the new fall fragrances; she first achieved it on paper using the scented wax crayons, and then as an actual fragrant candle combination.

"We have been working on this vision since last year. We were doing it for our consultants and their customers, developing individualized scents to not only achieve the potential for unique scent compositions, but also to increase their business success, explains Martin Köhler, President PartyLite Worldwide. The '*Find Your Signature*' concept is the simple yet innovative response to the industry trend of individualization as well as to the question of how to increase the opportunity to be even more successful doing business.

Find Your Signature: Multiplying results

The new party concept is also a sign of the direct seller's aim to significantly increase the number of its consultants. The simple yet very amusing and entertaining party concept turns the guests into players. The role of the consultant is now more of a moderator during the event. Thus, the barriers to becoming a consultant with the industry's leading direct seller, which previously required extensive product knowledge to share with guests at parties, have been lowered.

PartyLite, the direct selling business in the Luminex Home Décor & Fragrance Company

Since May, two American giants within the industry -- PartyLite and Ohio-based Candle-lite -- 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 of Luminex, seemed quite pleased to see the enthusiasm and passion of the PartyLite consultants on display at the national conferences.

"I am overwhelmed when I see how positive the consultants are reacting to our new products and party concept. This 'closeness' to the consumer is something which can only be experienced in the direct selling industry and this direct contact will be very beneficial to our entire organization in terms of looking ahead at financial growth," noted the CEO.

PARTYLITE®

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:

Paul Katz, Manager, Communications North America
PartyLite, 600 Cordwainer Drive, Norwell, MA 02061
Email: pkatz@partylite.com
www.partylite.com