

COMPANY PROFILE

The Yankee Candle Company, Inc.

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COMPANY OVERVIEW

The Yankee Candle Company, Inc. (Yankee Candle), a subsidiary of Newell Brands Inc., is a designer, manufacturer, wholesaler and retailer of scented candles. It also offers wax melts, seasonal and personalized candles, car fresheners including Car Jar and vent clips, flameless fragrance, and gift cards. Its gift cards include personalized e-gift cards, birthday and wedding gifts. The company also offers room sprays, wax warmers, home fragrance products, and candle accessories such as candle holders, candle shades, candle tools, candle trays, and candle toppers. Yankee Candle operates in the US and Europe. Yankee Candle is headquartered in South Deerfield, Massachusetts, the US.

As a private-held company, The Yankee Candle Company is not obliged to publish its financial information.

KEY FACTS

Head Office	The Yankee Candle Company, Inc. 4110 Premier Drive High Point North Carolina High Point North Carolina USA
Phone	1 877 8036890
Fax	
Web Address	www.yankeecandle.com
Revenue / turnover ()	
Financial Year End	
Employees	
Ticker	

BUSINESS DESCRIPTION

The Yankee Candle Company, Inc. (Yankee Candle), a subsidiary of Newell Brands Inc., is a manufacturer and retailer of scented candles, candleholders, accessories, and dinnerware. The company also offers home fragrance products and candle related home decoration accessories. Yankee Holding Corp is the parent company of Yankee Candle. The company has operations in the US and Europe.

The company offers a range of candles, wax melts, candle accessories, flameless fragrances, car and small spaces accessories, and gifts and gift cards.

Yankee Candle provides a range of candles including jar candles, tumbler candles, pillar candles, vase candles, tea light candles, votive candles, fragrance jar candles and fillable candles. The company's wax melts include Tarts wax melts, Scenterpiece easy melt cups, Scenterpiece warmers, classic warmers and electric warmers. It also sells candle accessories such as candle holders, candle trays, candle shades, candle toppers, wax warmers, and candle tools.

The company provides flameless fragrances such as scent plugs, room sprays, fragrance spheres, reeds and diffusers, fragrance oils, and fragrance oil warmers. Yankee Candle sells concentrated room spray, and car and small spaces accessories under the brands Car Jar, Fragrance Spheres and Smart Scent.

In addition, Yankee Candle also offers gifts and gift cards such as personalized E-gift cards, traditional and corporate gift cards, personalized photo candles, gift sets and quick gifts.

HISTORY

Corporate Changes/Expansions

Year: 2015

The company announced a new commercial scent division, Scent Systems in June 2015.

New Products/Services

Year: 2015

In January 2015, Yankee Candle announced its new Girl Scout Cookies limited edition candle collection. In the same month, the company announced the launch of its new Yankee Candle spring 2015 fragrances in both its classic jar form and Pure Radiance line.

New Products/Services

Year: 2014

The company launched five new Yankee Candle fragrances inspired by exotic fruits, lush greenery and blooms and deep blue ocean home decor color in 2014. In the same year, the company launched six new Yankee Candle fragrances in its Pure Radiance line for spring 2014. Later that year, the company introduced its limited edition collection, Dream Garden.

Contracts/Agreements

Year: 2013

Jarden Corporation entered into an agreement with Madison Dearborn Partners to acquire Yankee Holding Corp and The Yankee Candle Company, Inc.

New Products/Services

Year: 2013

In 2013, the company launched four new summer fragrances: Summer Wish, Campfire Treat, Summer Scoop, and Honey Blossom. In the same year, Yankee Candle launched its new limited edition Cool Pops collection, featuring five new scents, scalloped lids and whimsical pop out labels.

New Products/Services

Year: 2013

Yankee Candle launched five new Yankee Candle fragrances and six new fragrances in its contemporary Pure Radiance line for the spring in 2013. In the same year, the company launched new spring limited edition collection, Full Bloom.

New Products/Services

Year: 2013

Yankee Candle launched two new fragrances MMM, Bacon! and Movie Night; and relaunched three limited edition of the Man Candles collection: Man Town, First Down and Riding Mower in 2013.

Corporate Changes/Expansions

Year: 2012

Yankee Candle opened its Utah retail store in the new 700,000-square-foot City Creek Center, located in Salt Lake City in 2012.

Corporate Changes/Expansions

Year: 2012

In 2012, Yankee Candle opened its design studio located on Broadway Street in New York City.

New Products/Services

Year: 2012

Yankee Candle unveiled its limited edition Man Candles Collection created for men, which included Man Town, First Down, Riding Mower, and 2 x 4. Also, in 2012, the company launched a limited edition collection - Coconut Numerical.

New Products/Services

Year: 2012

The company launched the new Pure Radiance Crackling LumiWick, featuring natural wood with LumiWick to create an extra-wide crackling flame with a soft, radiant glow. Further, in 2012, the company launched a limited edition collection - My Favorite Things.

New Products/Services

Year: 2011

In 2011, Yankee Candle launched new fragrances include Nature's Paintbrush, Over the River, Kitchen Spice, Pumpkin Buttercream and Vanilla Satin.

Corporate Changes/Expansions

Year: 2010

The company opened its 500th retail store at the Square One Mall in Saugus, Massachusetts in 2010.

Plans/Strategy

Year: 2009

In 2009, Yankee Candle along with its parent company, Yankee Holding Corp., announced a restructuring plan involving the closing of the company's 28 Illuminations retail stores and the discontinuance of the related Illuminations consumer direct business.

Corporate Changes/Expansions

Year: 2008

The company expanded into Asia Pacific with the opening of its office in Sydney, Australia.

Acquisitions/Mergers/Takeovers

Year: 2007

The company merged with an affiliate of Madison Dearborn Partners, a private equity firm.

Acquisitions/Mergers/Takeovers

Year: 2006

The company acquired the Illuminations brand in 2006.

Acquisitions/Mergers/Takeovers

Year: 2004

In 2004, Yankee Candle acquired GBI Marketing, a distributor of selected gift products.

Contracts/Agreements

Year: 2002

In 2002, the company entered into a partnership with Bed Bath & Beyond, a chain of home stores selling domestics merchandise and home furnishings.

Corporate Changes/Expansions

Year: 2001

The company extended its brand to personal care products in 2001.

Corporate Changes/Expansions

Year: 1999

In 1999, Yankee Candle opened its own wholesale showrooms in Chicago and Los Angeles. In the same year, the company opened Yankee Candle (Europe), to serve retailers and distributors throughout Europe, the Middle East and Africa.

Contracts/Agreements

Year: 1998

The company entered into a partnership with Forstmann Little & Co. of New York City in 1998.

Corporate Changes/Expansions

Year: 1994

In 1994, Yankee Candle moved its manufacturing plant to a site in Whately, Massachusetts.

Corporate Changes/Expansions

Year: 1985

The company's Canadian distribution began through Old Port Marketing in 1985.

Incorporation/Establishment

Year: 1969

The Yankee Candle Company's (Yankee Candle) history dates back to 1969, when Mike Kittredge made first candle with melted crayons.

KEY EMPLOYEES

Name	Job Title	Board
Hope Margala	Chief Executive Officer, President	Senior Management
Bradford R. Turner	Secretary	Senior Management
Lisa Mccarthy	Chief Financial Officer, Senior Vice President	Senior Management
Arthur F. Rubeck	Senior Vice President	Senior Management
Lauren Woolley	Vice President	Senior Management
Robert Westreich	Treasurer	Senior Management
James A. Perley	Chief Operating Officer, Executive Vice President	Senior Management
Michael S. Kipley	Vice President	Senior Management
John Goss	Vice President	Senior Management

MAJOR PRODUCTS & SERVICES

Yankee Candle is a retailer of scented candles. key products and brands include the following:

Products:

- Wax Melts
- Gift Sets
- Gift Cards
- Scent Light Refills
- Room Aroma
- Reed Diffusers
- Room Sprays
- Fragrance Oil
- Hand Soaps
- Home and Car Fragrances
- Scented Ornaments

Candles:

- Jar Candles
- Tumbler Candles
- Pillar Candles
- Tea Light Candles
- Vase Candles
- Votive Candles
- Tapers

Candle Accessories:

- Candle Holders
- Candle Trays
- Candle Shades
- Candle Jewelry
- Wax Warmers
- Fragrance Oil Warmers
- Candle Tools
- Fragrance Spheres Holders

Brands:

- Tarts
- Scenterpiece
- Car Jar
- Smart Scent

The Yankee Candle Company, Inc.
Major Products & Services



Samplers
Chesapeake Bay Candle
Perfect Pillar
Ribbonwick
Fragrance Spheres

TOP COMPETITORS

The following companies are the major competitors of The Yankee Candle Company, Inc.

Bath & Body Works, LLC
Gold Canyon International LLC
Newell Brands Inc.
Olympic Mountain and Marine Products Inc
Scentsy Inc
Walgreens Boots Alliance Inc

LOCATIONS AND SUBSIDIARIES

Head Office

The Yankee Candle Company, Inc.
4110 Premier Drive
High Point
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