



- 1 Founder Andy Glanzman.
- 2 Bill Hand was a mentor to Northern Lights Candles founder Andy Glanzman, who describes him as nothing but the kindest and happiest soul he knew.
- 3 Northern Lights Candles are hand poured and made in the USA using fine fragrances and essential oils. Northern Lights Candles.
northernlightscandles.com
CIRCLE #801
- 4 Northern Lights Candles has been in business for more than 40 years. Northern Lights Candles.
northernlightscandles.com
CIRCLE #802

ask the mall manager, ‘Would you let us set up?’ and eventually, he said yes, and we really did very well during the holiday season.”

Glanzman continued to lease temporary kiosks in shopping malls to sell Northern Lights Candles, selling his tapered candles and wax sculptures to whoever would buy them. Based on his success, Glanzman was asked to sit on the board of directors for the International Council of Shopping Centers to help other shopping centers develop mall kiosk programs.

“We ran that for about 10 years, and then we were noticing a trend that shopping mall traffic was going down, big boxes were starting to pop up and traffic was going down, so we decided maybe it’s time to reinvent ourselves again,” Glanzman said. “We got into the wholesale business. Our first wholesale account was Bloomingdale’s, and that went very well. From there we got into doing trade shows like the New York Gift Show.”

Glanzman has made it a mission to create his candles using socially responsible materials and vendors. In a company full of “creative junkies,” Glanzman said that quality is just as important as the creative process that goes into making a Northern Lights Candles product.

“We have a very specific vetting process for our raw materials that we use, not only in America but overseas. We visit these factories that make some of our glass in India, China and Vietnam, and we make sure that the place is run responsibly,” Glanzman

said. “We put in a lot of time and make special trips for the specific purpose of vetting out our vendors. You see the good, the bad and the ugly when you go over there, and there are probably more people and vendors that we have turned down as far as being a supplier to us than we have accepted because of those reasons.”

Design, aesthetic, quality, creativity and innovation are the fuel that drives Northern Lights Candles, and Glanzman said the company’s wholesale customers benefit from the process that leads to a candle. The company releases two new products every year, keeping customers excited and interested in what’s to come.

“[Retailers] should sell Northern Lights Candles because people are looking for them, and when consumers burn Northern Lights Candles, they have a great experience with the fragrance and the quality of the burn, so they come back for more,” Glanzman said. “The nice thing about being in the candle business is that we’re selling a consumable product, so if somebody really likes a brand and the experience that they’re having, they’re going to come back for more product. So at the end of the day, for a wholesaler or for a store, an independent gift shop, they’re in business to sell things, and our stuff sells really well. Because our candles sell well, our reorder rate is very high—and because we always have something new.”

Glanzman said he spends a substantial amount of time listening to Northern Lights customers about what they

need, what their customers need and how Northern Lights can fulfill their needs. Listening to the customer helps the company stay innovative and ahead of the trends that they notice in the lifestyle industry.

“Sometimes, when we see that we’re on the same path as another company, we’ll go another direction just to make sure that people understand that we’re the innovators,” Glanzman said. “We think differently; that’s part of what we enjoy doing. What can we do different is what we always ask ourselves. How can we stand out as a company by being somebody who’s really on the cutting edge of where things are going to eventually go?”

Northern Lights is looking to expand its presence within international markets, adding to the 30 countries in which the company has already sold product.

In the meantime, the company keeps its retailers excited with contests to win free product, free social media promotions and more.

“We’re really excited about being an American-made company. Not only for the employment of local people, but we also use as many American-made raw materials (as we can). We’re really trying to support the local community and to support the U.S. economy, so it’s very exciting to us,” Glanzman said. “We just keep evolving, and we’re experiencing the best years yet. Last year, sales were the best they’ve ever been in 40 years, and this year they’re going to be even better.”•