



**Alix Mulholland, owner and creator of Bog Standard**

# New contract has the sweet smell of success

**By Symon Ross**

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NORTHERN Ireland based candle and giftware company, Bog Standard is celebrating fruits of success in the Republic after signing a lucrative new contract to supply retailer the Kilkenny Group.

Bog Standard will be supplying the Kilkenny Group's five outlets with its full range of hand poured scented candles inspired by Irish life and landscapes.

The business, which is based near Carrduff, has grown by 25% in the last 12 months and is forecasting growth of 40% this year.

Alix Mulholland, owner and creator of Bog Standard said she is pleased the brand appears to be performing well despite the downturn in the economy.

"Sales have been increasing steadily in the first half of 2009 and look set to continue. We have recruited a new agent and

that has really helped growing our number of stockists and increasing orders.

"Our core product, the Irish inspired scented candles, is quite niche and appeal both to local buyers and the growing tourism market. We've also found the right price point which obviously is key in a highly competitive market," she said.

The company now employs three staff and uses an agent for opening new accounts in the Republic, as well as a distribution company.

Orders are mainly from the UK and Ireland but Ms Mulholland hopes to widen this range once its website is launched in coming months.

Bog Standard sells five fragrances of soaps — Irish Moss, Irish Rose, Irish Linen, Irish Hedgerow and Irish Field — and two sizes of candles in nine fragrances.

It also sells Irish linens including aprons, over gloves, tea cosies and white line Glass cloths, all made in Lurgan.