

# Bog Standard products are heaven-scent

**W**ITH her business sales going through the roof and six month-old baby Grace to juggle with work commitments, 31-year-old entrepreneur, Alix Mulholland from Belfast has her hands full. She has now successfully turned what was a "dream" business idea for her final year assignment at university into a profitable reality.

Alix's company, Bog Standard, designs and produces a range of scented candles, fine soaps and linens inspired by Irish life and landscapes.

The candles are hand-poured for quality and made in Portaferry, whilst the beauty products are produced in Carrickfergus. They are then packaged in an old mushroom factory, just outside Carryduff. It's all good for local industry and Alix is clear about her Ulster credentials:

"Now that the business is growing, I have my own staff and I was determined to source everything locally. I think when people are buying the product that they appreciate that."

The prestigious Fenwick's department store in the UK is amongst the latest additions to Bog Standard's growing list of stockists. That list extends to over 150 retail outlets in Ireland, 30 in the UK and several in the United States.

Alix missed last year's Smithsonian folk festival in Washington, due to the birth of baby Grace, but was delighted to showcase her product in the US, now that she's also repackaged her goods.

"Since we launched the new packaging, the response from retailers has been really positive.

The giftware market is extremely competitive, but I believe that one of the important factors in Bog Standard's success is the fact that we are providing quality Irish-inspired products that suit the developing tourist trade but importantly

