

CHESAPEAKE BAY CANDLE®

Chesapeake Bay Candle Highlighted at Insourcing American Jobs Forum Hosted by President Obama and Vice President Biden

Rockville, MD (January 11, 2012) – Mei Xu, the Creator of Chesapeake Bay Candle, has shared her journey of opening the first U.S. Chesapeake Bay Candle factory at the “Insourcing American Jobs” at the White House today.

Hosted by President Obama and Vice President Biden, the “Insourcing American Jobs” forum focused on the increasing trend of companies choosing to “insource” jobs and invest in growing in the United States. As part of the event, President Obama and Vice President Biden met with business leaders, as well as experts on the topic, to discuss why it’s competitive to locate in the United States and what more can be done to work with companies to take similar steps to insource American jobs.

As a successful entrepreneur who has created manufacturing jobs through the opening of a new factory in Glen Burnie, MD, Mei Xu was invited to share her insights and experiences with the President and Vice President.

“The opening of the new Chesapeake Bay Candle factory was the beginning of a new chapter in our company’s history,” said Mei Xu. “Chesapeake Bay Candle is now a true American brand. My vision for our Glen Burnie facility is to become a hub for our consumer insight research and consumer connection. We also hope to offer special factory tours where visitors can learn the fascinating process of candle making. It would be a wonderful way to celebrate American manufacturing. It is a tremendous honor and privilege to share our journey with President Obama and Vice President Biden.”

Established in 1994, Chesapeake Bay Candle is the home fragrance brand synonymous with stylish design and unique, nature-inspired fragrances. The brand is available through retailers such as Target, Kohl’s, Hallmark and Bed, Bath & Beyond. From the very beginning the company established vertically integrated operations and a unique network of global vendor partners. The US headquarters in Rockville, MD, oversees all operations, sales, marketing and product development and design. Chesapeake Bay Candle owns three Asian manufacturing operations – one in China and two in Vietnam. The company also established a sourcing office in Shanghai, China.

In June 2011, Chesapeake Bay Candle opened its first U.S. factory in Glen Burnie, MD - near the Chesapeake Bay and close to our roots. The facility produces an extensive range of filled candles through standardized, automated production processes and is equipped with a state-of-the art research and development center, as well as burn testing and fragrance evaluation labs. With nearly 120,000 square feet of space, the Glen Burnie location also houses an impressive warehouse and operates a distribution center. Expected to have up to 100 jobs when operating at full capacity, the factory has created about 40 positions so far. With the opening of the U.S. factory, Chesapeake Bay Candle has also optimized speed to market capabilities and services provided to trade partners and consumers alike.

About Chesapeake Bay Candle

Chesapeake Bay Candle is the home fragrance brand synonymous with stylish design and unique, nature-inspired fragrances. Established in 1994, the brand draws inspiration from the serene beauty of Maryland’s idyllic shoreline. Season after season Chesapeake Bay Candle provides style, fragrance, and ambiance to families around the world. The brand is available through retailers such as Target, Kohl’s, Bed Bath & Beyond, and Hallmark. Visit us at www.chesapeakebaycandle.com.

Contact

Mareike Finck, PR & Marketing Manager
Phone: 240.485.3492
Email: mfinck@chesapeakebaycandle.com

###