

## RESEARCH & DEVELOPMENT ASSISTANCE YIELDS PROTOTYPING B2B SUCCESS

**ABOUT AROMA FLAME CANDLES.** Aroma Flame Candles does one thing and they do it to the best of their ability: all-natural candle manufacturing. They hand pour all of their all-natural candles, the old fashion way in measurable batches using essential oils and all-natural soy wax. The secret to Aroma Flame Candles' success is their proprietary blend of waxes. The company has developed these unique blends that ensure the maximum saturation of fragrance. The Baton Rouge manufacturer ultimately produces candles that are all-natural and non-toxic, clean burning, longer lasting, stronger smelling and a sustainable resource!

**THE CHALLENGE.** Aroma Flame Candles was in need of a new marketing strategy as well as B2B prototyping assistance. Aroma Flame Candles' revenue was largely reliant on trade shows and face-to-face marketing. As a result of the pandemic, those types of opportunities had essentially vanished. For help they turned to MEP of Louisiana (MEPOL), part of the MEP National Network™.

**MEP CENTER'S ROLE.** Baton Rouge Community College (BRCC) MEPOL Project Manager Justin Dedden and Louisiana Community and Technical College System (LCTCS) MEPOL Project Manager Dan Stumper performed a COVID-19 detailed assessment in January 2021 and recommended increasing the company's online presence. After reviewing the client's current digital marketing practices and understanding their current business impacts and needs, BRCC set up a brand consultation meeting with a third-party marketing consultant located in Baton Rouge. The consultant reviewed the company's brand and online presence and made recommendations for a retargeted website presence, new logo, and brand strategy.

The company also has a patent on a product used to assist in the wicking of candles. This product needed to be prototyped and eventually manufactured, which would result in new business development opportunities. MEPOL was able to connect Aroma Flame with an existing Baton Rouge MEPOL client and local research and development company, InvenTherm, to assess the feasibility of the product and research manufacturing methods through a sourcing strategy project also conducted by MEPOL in March 2021. Aroma Flame Candles is currently working with the BRCC marketing consultant to complete all of the digital marketing strategies after being connected by MEPOL. Completion of the sourcing strategy project resulted in an approved supplier, InvenTherm. Aroma Flame Candles has since sent prototypes to other candle manufacturers to vet out the product.




"As a small business facing the effects of COVID-19, after reestablishing the business due to the 2016 flood, we are so grateful to having partners and friends like the MEP of LA. They have made our extremely difficult times, much more bearable. In our initial visit they performed a business needs assessment and discovered the pain points in our business. Through their careful evaluation, programs, and organizational expertise, they have enabled Aroma Flame Candles to breathe again."

-Byron Alexander, Owner

## RESULTS

-  \$5,400 in cost savings
-  Product manufacturing equipment and digital marketing campaigns
-  8 new fragrance lines
-  3 new markets

## CONTACT US

-  265 South Foster Drive  
Baton Rouge, LA 70806
-  (337)394-2762
-  [www.mepol.org](http://www.mepol.org)

