

PROBLEMS, SOLVED!



Left: Shown is a fresh scented soy candle by Southern Elegance Candle Co.

Below: Carolina Pine is reminiscent of the woody scent of the Appalachian Mountains.

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Southern Elegance Candle Co.

Raeford, North Carolina

Web: www.secandleco.com

Owner: D'Shawn Russell

THE PRODUCT: Soy candles in glass containers

THE PROBLEM: When D'Shawn Russell started shipping candles for her business, Southern Elegance Candle Co., in 2016, she knew nothing about business, including how to package and ship candles in glass containers. By the time Russell's first two large candle orders arrived at the retail stores where they were to be sold, they were nothing but shards of glass mixed with fragrant wax.

THE SOLUTION: Russell found a local company that specialized in custom shipping options. They were willing to work out payment terms to help her grow. They even came to her place of business to physically walk her through the entire packaging and shipping process, cutting down her learning curve to almost nothing. They designed brand new retail packaging and shipping boxes specifically for Russell's candles.

Each of the original two retail orders Russell lost was worth well over \$1,000. One retailer allowed her to physically deliver a replacement order, and all future orders until Russell could resolve the issues. The second retailer was not so forgiving. She requested an immediate refund and has never ordered again.



Russell's process losses from packaging and shipping are currently next to zero, and her customers are happy not to have to clean up pieces of glass when her candles arrive. Her custom packaging protects the candles during the shipping and handling process and helps maintain a consistent temperature of the candles during shipping.

Russell offers a tip for everyone who ships products to consumers, especially if they are contained in glass: "I recommend lots and lots of void fill in the form of peanuts, paper, bubble wrap, etc., and really pack it in so there is absolutely no movement at all in your shipping box."