

**NEWS RELEASE**



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**FOR IMMEDIATE RELEASE**

**DARICE FURTHER EXPANDS LUMINARA PARTNERSHIP WITH NEW PRODUCTS FOR 2016**

*Darice is ready for strong growth in 2016 as the exclusive U.S. distributor of Luminara Real Flame-Effect Candles*

**Strongsville, OH (January 21, 2016)** — Darice and Luminara are beginning the year strong with an expanded product line and presence. Now in the second year as the exclusive U.S. distributor of Luminara candles, Darice has big plans to further expand the brand starting with a 2016 launch at AmericasMart Atlanta.

Customers can visit the newly expanded Luminara showroom during AmericasMart on January 12-19, 2016. In the 1,000+ square foot space, Darice will have all of Luminara's top products on-hand for attendees to experience the Luminara *difference* in person. The show is also the first time customers will get to see some of the new and innovative products for 2016.

[Luminara Real Flame-Effect Candles](#) is excited to announce several new innovative products to their portfolio. In an effort to give loyal Luminara customers exactly what they've been asking for, the real flame-effect candles are now available in several new sizes and styles. The classic pillars come in new varieties, and the waxed dipped taper candles are now available in 12" and 15" sizes to better suit all environments.

Also new for 2016 are mercury glass cylinder candles available in two colors. Meeting another frequent consumer request is the introduction of new rechargeable tea lights which have a 15-hour battery life per charge and feature a timer, with remote capability.

"Luminara continues to be a leader in technology with innovative new products that perfectly reflect the needs and wants of consumers," said Mike Birkholm, president of Darice. "Through expanded distribution in 2016, we are excited to provide even more customers with the truly unique experience Luminara flameless candles provide."

Shop the Luminara collection of real flame-effect candles on [Darice.com](#) or visit the Luminara booth at [AmericasMart Atlanta](#) in building 1, floor 20, Suite D-9 through D-13. Items start shipping in mid-2016.

## **ABOUT LUMINARA**

Headquartered in Minnesota, [Luminara](#) is the global brand of real flame-effect designer candles that utilize Disney Enterprises Inc. technology patents. Luminara is a pioneer in the technology industry and continues to advance their technologies to bring new products to market in the U.S., Europe, and Asia.

Luminara's mission is to provide a magical experience that enhances every day through decorative lighting products that marry art with technology. The brand is also committed to creating flame-effect candles with sustainability in mind.

## **ABOUT DARICE**

[Darice](#) Inc. is a premier wholesale distributor in the gift and decor industry, serving many channels including craft, mass market, party, toy, drug and grocery stores. The company's key product lines include craft basics, jewelry making, scrapbooking, bridal, floral design, fine art supplies, kid's crafts; as well as, licensed products from names such as David Tutera. Darice is an action-oriented company, committed to continual improvements and advancements in the craft industry. As a leader in its field, Darice is dedicated to maintaining, expanding, and strengthening relationships with its customers. Their simple mission statement says it best, "Exceed Customer Expectations," a practice followed daily at the company's Strongsville, Ohio based headquarters facility and distribution center.