



**21<sup>st</sup> January 2013**

### **Super 7's Scoop Highly Commended at Scotland's Trade Fair**

Best Kept Secrets Candles have been commended on its 'Super 7's' product range, by being Highly Commended in the annual Scotland's Trade Fair - Best Products Awards 2013, which coincides with the largest gifts and homewares trade show of the year in Scotland.

Entered in the category Best Gift and Homeware Product, at the Scotland Trade Fair, which is taking place this week at Glasgow SECC, the product was 'highly commended', being officially recognised as one of the best 3 new gift products developed in the UK in the last 12 months.

Super 7's is less than 12 months old, and is already one of the best selling product lines available from the Morpeth based candle specialist. The business achieved 36% growth in 2012 thanks to the launch of this new product range.

The product has already been nominated for Gift of the Year by the Gift Association at the awards which will be held in Birmingham on February 3<sup>rd</sup> 2013.

*Best Kept Secrets will be at Spring Fair between 3<sup>rd</sup> and 7<sup>th</sup> February in Hall 5, at stand 5L31.*

**ENDS**

**For further information on Best Kept Secrets please contact Mark Carton at Lateral Advertising on 0191 564144 or email [mark@lateraladvertising.co.uk](mailto:mark@lateraladvertising.co.uk)**

#### **Editors Notes**

Best Kept Secrets are based in Morpeth, Northumberland and have a growing reputation in the UK gift market for incredible quality and excellent value, with a range of products designed for independent retail.

The company believes in a personal service and values the relationship it builds with independent retailers. Many new product developments have come straight from the quality feedback received by those who operate in the front line of retail sales.

Super 7's is a boxed range of tea light candles, decorated and scented, presented as a theme, and has grown from launch in Spring 2012, to become the 2<sup>nd</sup> best selling range in the company

portfolio. The product is available in six collections including Festive, Floral, Indulgent, Sparkling, Smoothie and Scottish. RRP is £14.99, wholesale price is £6.25

Valentine Candle Tins have an RRP of £8.50 and a wholesale price of £3.55.

Seriously Scented candles, hand made in the UK. Candles in tins and new boxed coated glass tumbler candles, all with 60 hours burn.

Our customers say they are 'Simply the Best' for fragrance, range & quality. Aromas for every occasion, every room, every season. Rattan Reed Diffusers in eight great fragrances are also available.