## 'Scentchip' creators thrive despite troubled Texas economy

sculptures Ken Moore has ever created, but his 79 varieties of wax Scentchips have proved to be the product with the sweetest smell of

Moore, a former clinical psychologist, inventor and artist, and his art-

It didn't go well. While Mrs. Moore struggled to

keep them solvent.

They dreamed up Scentchips — scent-sat- and a wick," says Moore, 40. may not be the biggest or the best urated chips of wax shaped like a flower and leaf and measuring less than 1 inch in length. The chips can be placed in a bowl and used like potpourri or burned using a wax cone in the center of the mixture of

This year the Moores expect their ist wife, Kathy, first delved into the scentchips to gross \$8 million in candle-making business almost 10 sales. The patented chips are sold in retail stores in all 50 states.

"That isn't bad, particularly when keep the business going, Moore we first started out the only experi-worked as a restaurant manager to ence I had ever had in candle-making was in the fourth grade when we

In creating a new product category, Scentchips successfully fought off corporate giant Hallmark, which had tried to market a similar product under the name Scent Chips.

The Moores' chips come in 52 fragrances, including vanilla, chocolate, cinnamon, strawberry, lemon, orange, lime, maple, clove and the Christmas scents of frankincense and myrrh.

There are 19 fragrances mimicking Chanel, Obsession, Halston, Things changed when Moore made candles using a milk carton Polo, Opium and other perfumes,

and an eight-chip variety of Hawaiian scents: pineapple, white ginger, red ginger, gardenia, hibiscus, Moore has written two books that show extravaganza "Sometimes we ger, red ginger, gardenia, hibiscus," pikake, plumeria and tuberose.

Scentchips are not tied to the local economy as other products are, so we've been successful.

> - Ken Moore, Scentchip maker

The Scentchips venture that first only included the Moores and some

tell merchants how to sell Scentchips and another that tells them how to mix the chips to get different aro-

By this time next year, Moore expects to chip in some of the Scentchips earnings to finance construc-tion of an old Texas Christmas Village about 7 miles north of San

His 50,000 square-foot Scentchips production plant will serve as the anchor attraction among numerous arts and crafts shops that will open for a six-week Christmas sales and

"Sometimes we feel guilty that this Texas economy we're doing and the well," Moore says. "Scentchips to loaves not tied to the local economy chup so other products are, so we've be

successful.

"What we want to do is create seven gorganization of manufacturers in her this village and to help them careful terms of going into the make place," Moore says.

"We know there is a tremen amount of talented people out he and we've already been through a of what they have gone through a we just want to help," he says.

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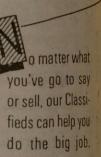
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