

The Herberowe Candle Company

Handcrafted with Natural Waxes and Essential Oils for a Healthier Home

About The Herberowe Candle Company

The Herberowe Candle Company creates hand-poured candles, diffusers and wax melts using natural waxes and essential oils. Inspired by nature, the products are designed to support wellbeing practices such as relaxation, yoga and mindfulness, offering clean-burning, long-lasting alternatives free from paraffin, soy and unnecessary chemicals.

Challenges & Growth

Operating in a highly competitive market, the business is focused on increasing sales while staying true to its commitment to quality and craftsmanship. Key ambitions include growing online sales, expanding its presence at events and developing more wholesale partnerships with retailers.

The long-term goal is to grow the business to the point where it can become a full-time venture.

Support from Enterprise Oxfordshire Business

Participation in the Foundations to Growth Programme provided valuable support, practical advice and renewed confidence. The programme helped the business develop a stronger approach to wholesale opportunities while providing the motivation and structure to plan for growth. The experience also inspired new ways of working, including regular strategic planning sessions that continue to support business development.

“As a small business owner, life can be lonely at times, and it is all too easy to just keep your head down and hope for the best. It would have been easy for me to NOT join the F2G cohort and make excuses that I was too busy, but if I had done that NOTHING would have changed in my business. I would urge anyone running a business to take advantage of ANY of the excellent support offered by Enterprise Oxfordshire. Above all, the Monday morning sessions were fun as well as hugely supportive and inspirational. It was brilliant to spend time with such accomplished people running such an interesting variety of businesses and it kicked the week off in a dynamic and motivational way.

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Next steps

Over the next six months, the focus will be on expanding online sales, increasing attendance at events and securing new retail partnerships.

With clear growth plans in place, the business is working towards becoming a full-time operation while continuing to create high-quality, handcrafted products that promote wellbeing and sustainable living.

