

*Incense is used in pragmatic, mystical and pleasure inducing capacities. It is used to counteract malodorous products, to kill insects, in aid to meditation, concentration, for aromatherapy, and even to deter demons and appease the gods with a pleasant aroma.*



## GONESH INCENSE BRANDS

SINCE 1923

Still cut by hand. Still coated by hand. Still dipped by hand. Still made under the el tracks in Chicago. Still great after all these years.

### **The Back Story:**

In 1923, a Lithuanian immigrant named Radzukinas acquired a small company, The Hindu Incense Company. For business purposes, he changed his name to Radkins and changed the fortune of his small company by dedicating himself to the manufacture of quality charcoal incense cones and incense burners. Laurent Radkins operated the Hindu Incense Company successfully from the 1920s to the 1960s.

In the mid-1960s, the second generation of the Radkins family entered the business and Genieco, Inc. was born. Soon, the product offering was expanded to include incense sticks. The new brand name was GONESH®, named after the Hindu Elephant Boy, the God of Luck. The name Gonesh was trademarked in 1965. The company flourished through the 60's and 70's, fueled by Flower Power and psychedelia.

By the early 1980s, a third generation of the Radkins family had entered the business. With the bloom of the 60's fading, this new generation of Radkins endeavored, and ultimately succeeded, in growing the business based on the long established quality of Gonesh® brand products.



Throughout the '80s and quite late into the '90s, hard work and good, consistent product allowed the company to maintain its footing in the ever-complicated, increasingly sophisticated retail arena. At this point, though, the newer generation of the family was no longer interested in manufacturing incense. An exhaustive and careful search was conducted to find a successor: someone with respect for the past, an eye to the future, and the personality to maintain the culture of the company as family owned and run.

Maybe one of the hardest things to resist is “progress.” Not adding too many bells and whistles, understanding and honoring what has made a company successful.

New management envisioned a company poised to compete in a sophisticated world with a decidedly unsophisticated product. All improvements were (and still are) invisible, except for a brighter coat of

paint on the walls. Tracking and logistics. Inventory and purchasing. Great benefits for all employees.

Don't overthink it. Make it available. Introduce new products from time to time to keep the offering fresh. Make your employees proud of what they produce. Don't forget the Sandalwood.

## **Gonesh Today:**

Gonesh® brand fragrances are crafted by creative and skilled perfumers using the highest-quality raw materials. Best sellers have always been pretty much the same: Sandalwood, Jasmine, Lavender, Patchouli... The only evolution in these is the effort to decrease the amount smoke caused by burning. However, Gonesh stays current by introducing special interest incense about once a year. Gonesh Holiday Traditions, from the turn of the century (2000 AD) although seasonal, is ever popular, most particularly the Halloween fragrances (Ghostly Glow, Scary Night, Spooky Brew), the Dia de Muertos offerings, the Christmas traditional scents.



Gonesh Outdoors, a citronella line, of course sells well in Summer. Gonesh Adventure unveils a new fragrance every so often, all well thought out, trend-aware offerings. Flowering Cactus, for instance, was

an instant best seller, along with its partner, Envision Paradise, a beautiful piña colada inspired tropical.

And for those less cutting edge, or just a little more mainstream, Gonesh Aromatherapy. Gonesh Naturals. Gonesh Zen Garden. Each one of these Incense Collections has been developed for the younger demographic..

### New blended fragrances and upscale packaging!



The newest success is Gonesh Best Friends, a growing collection for pet owners and pet lovers. These fragrances have been developed with pet safety in mind, above all, but also pet well-being. Turns out they need aromatherapy too. Who knew?



One of the many things that sets Gonesh apart is the use of HighCharcoal™, which, as opposed to a wood powder composite, as most incense employs, allows for the emanation of crystal clear fragrance, not muddled by the burning of the wood core. The hand-dipping drenches the stick entirely, to insure a consistent fragrance delivery. Finally, the packaging seals the freshness. Twenty year old sticks are still fragrant.

The fragrance is everything, and the passion for creating pleasing, inventive aromas is what drives this company. Two new fragrances are being introduced for our 100<sup>th</sup> Anniversary – Champagne because how can you not toast 100 years and Reminisce – our throwback package to honor our founders.



And then, of course, the famous gold package, recognizable around the world, which has come to embody the quality of the product and the consistency in manufacturing that have created satisfied, and therefore repeat, customers, time and time again.

