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Twisted Wick candles are displayed at the Martinsville Rural King. The company is based out of Martinsville. Courtesy photos.

## Local company sells at Rural King

By Lance Gideon  
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**MARTINSVILLE**

Area residents that have shopped at the Rural King, 1800 S. Ohio St., Martinsville, may have seen a new display at the store for a company known as Twisted Wick Candle Company.

The company, owned by Martinsville residents Rich and Jody Scheve, has been in business for about 10 years and started selling at the local Rural King about two weeks ago.

Rich Scheve said that the store's manager came to the couple during the 2017 Indianapolis Home Show at the Indiana State Fairgrounds and discussed selling the product at the Martinsville location.

"They came to us," Scheve said.

The Rural King also sells a few other local items including products from Hunters Honey Farms and Dillman Farm.

"The (Martinsville Rural King) were already on the buy local bandwagon," Scheve said.

The couple have lived in Martinsville for about three years and consider their business be located in "Central Indiana," as Scheve said.

"We started our company in Greenwood," he said.

Now, everything that the company makes is made on their property in Martinsville.

At first, the couple started making their products in their home.

Currently, they are able to produce their products in a separate facility on their property

and they are not surrounded by their work when they are in their home.

When the company first started, they went to many local retailers in the area to try to sell the products they made.

Scheve said that the two had a lot of learning to do before they could be successful though.

Then, during a trip to Brown County, they saw a shop for rent at the Calvin's Place Building, 102 S. Van Buren St., Nashville and decided to open up a shop there.

"We have had that store for right at 10 years," Scheve said.

He said that the couple feel like they are still the new kids of the building.

Many of the shops in the Calvin's Place Building had been around for many years prior

to Twisted Wick opening up their shop.

The company makes candles, goats milk soaps, essential oil lotions, bath bombs and soy wax melts.

"Ours (wax melts) are extremely strong," Scheve said.

Scheve said that he and his wife had always had an entrepreneurial spirit in them.

"We always knew we wanted to go into business for ourselves," he said.

Both of the Scheve's graduated from Purdue University.

After graduation, they worked in management for Walgreens.

Before started the Twisted Wick Candle Company, they looked into purchasing a franchise for Subway and the South Bend Chocolate Company.

But, purchasing the franchis-

es they would still have to conform to the company and would not be able to run their business as they seemed fit.

"We bought 50 pounds of wax on eBay about 11 years ago," Scheve said.

Since buying the wax, the couple has learned several different process about how to make a candle.

According to the company's website, "Twisted Wick Candle Company soy candles are hand poured using 100% biodegradable soybean wax, a renewable resource that supports the American Farmers."

For more information on the company, you can visit their website at <http://www.twistedwick.com> or their Facebook page Twisted Wick Candle Company.