



25 October, 2023

Originalhome now plants one tree for every candle

Green gifts with impact

Did you know trees can change lives? Originalhome now plants one tree for every candle sold via Trees for the Future. This is part of the originalhome giving back program. Let's start planting!

Besides offering a collection that fights waste issues and helps to create job opportunities for rural communities, 20% of our profits is used for the better of the planet and its people. When you choose originalhome, you're not just purchasing a product; you're becoming a part of a movement. Through holistic practices, we can collectively foster a brighter, more sustainable future. Together we can make a positive impact and create an earth and people friendlier world.

The greenest gift with impact

This new tree planting initiative makes the originalhome candles greener than ever. The candles plant trees and are part of the Social Gifts collection. These specially selected gift items support a social & sustainable cause. Each Social Gift has a unique story behind it, making it the perfect gift for that very special someone. With the purchase of a Social Gift, you support people in remote areas of the world who suffer from poverty and unemployment. And now with a Social Gift candle, you plant a tree as well. The perfect truly green and impactful gift for this season!

Trees change lives

Together, we can green up the planet and improve the lives of many farming families. The originalhome candles plant trees in Africa. These trees make the planet greener and support farmers in developing communities. They are planted by **Trees for the Future** (TREES). TREES works with thousands of farming families and confronts hunger, poverty, and environmental degradation. With trees, tools and training programs, they teach farmers how to sustainably farm their land. This way families can thrive on their land long-term. Plus: these trees have a much higher rate of survival when cared for by a farmer. This promotes long-term sustainability and creates a more stable and productive environment.

Benefits

To reduce poverty among farmers and improve their family nutrition, Trees for the Future helps farmers plant a variety of trees on their land. This has many benefits.

For the people:

- Improves food security
- Family access to diverse nutrition
- Increased and more reliable income

For the planet:

- Improves landscape
- Repairs soil
- Supports biodiversity
- Storing of CO2

For more information about originalhome's efforts and collection, please visit our website www.originalhome.nl.



PRESS CONTACT

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TC0028.31
Xmas Tree Candle
Violet - M S/2
€ 23,95



TC0051.00
Layered Candles
Pine Tree S/3
€ 16,95



TC0061.52
Organic Candle M
-Cognac
€ 29,95



TC0021.41
Pillar Small
Forest
€ 13,95