

# INCORPORATING HOME FRAGRANCE WITH INTERIOR STYLING



*cb*  
THE CANDLE BRAND

WHOLESALE  
CATALOGUE 2022



## THE CANDLE BRAND

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# A LITTLE ABOUT THE CANDLE BRAND

*Incorporating home fragrance with interior styling.*

The Candle Brand is a family run home fragrance business established in 2018. Our products are unique and handmade using traditional manufacturing methods with innovative designs.

You will see from the names of each product that we are all about transparency. Customers know what they are getting with us, even down to the amount of hours each fragrance will last.

We are proud to have won three categories at The Gift of the Year Awards 2021, including the overall Home Fragrance category. The wonderful Burn and Bloom Candle won Bath and Spa product of the year and, the Flower Diffuser won Home Fragrance and My Gift of all time.

## ECO CONSCIOUS

We believe in products that protect our planet, are safe to use and are kind to the environment.

Proud to be plastic free, all our packaging is recyclable and biodegradable. Additionally our unique wax blend is 100% coconut and rapeseed, vegan friendly and free from paraffin, palm, soy, beeswax, dyes, or additional additives.

Our beautiful wooden wicks are made by an organisation who donate a percentage of sales to replant trees for the future. Our Burn + Bloom candles have labels containing wildflower seeds for you to have fun while you plant, pot, and watch them grow.

## COMPLIANCE

We feel it's important to note that all our products are fully CLP compliant following all UK/EU home fragrance laws and legislation.

Our limited business also holds Public and Product Liability Insurance up to the amount of £2 million.



# PLANT ME LABEL

**FRAGRANCE AND FLOWER:** The plantable label is a special and unique feature on our Burn + Bloom Candle Collection and Flower Diffusers; both winners of three categories within The Gift of the Year Awards 2021, and currently shortlisted in 2022 awards.

Embedded with the seeds of wild flowers, the paper is handmade and not pressed in the same way as traditional paper in order to avoid crushing of the seeds. The seeds have a germination rate of 85% and you can expect to see flowers such as pink and red poppies, common daisy, gloriosa daisy, black eyed susan, annual and perennial wildflower mixes.



# AVAILABLE FRAGRANCES



## **Eucalyptus with Lemon –**

*All Products excl wax melt kit*

## **Lily and White Rose –**

*All Products excl wax melt kit  
+ flower diffuser*

## **Lychee with Peony –**

*All Products excl wax melt kit  
+ flower diffuser*

## **Lavender with Clary Sage –**

*All Products*

## **Tropical Fruits –**

*Only available in the classic  
candle*

## **Very Vanilla –**

*All Products excl wax melt kit*

## **Plum and Rhubarb –**

*All Products*

## **Refresh | Energize | Revitalise**

Energize your soul with this zesty vibrant fragrance. An exciting combination of zingy lemon and zesty orange peel delicately strung together with floral notes of eucalyptus and peony.

## **Uplift | Revive | Inspire**

Uplift your senses with this sensual floral blend. With white roses at its core this fragrance signifies true love and purity. Intertwined with lily and touches of white musk, this scent will add a subtle touch of warmth throughout your home.

## **Regenerate | Enhance | Soothe**

Experience fresh mornings every with this diffuser fragrance. This sweet fresh scent offers delicate peony petals with an exquisite taste of lychee. Flavours continue to unfold and intertwine introducing tasteful notes such as raspberries, peach nectar, and jasmine.

## **Relax | De-stress | Empower**

Unwind with this complex and unique blend of comforting fragrances. Containing pure lavender essential oil, this soothing and relaxing fragrance will soothe your soul and relax your mind.

## **Boost | Enrich | Strengthen**

A bestseller, this complex blend is simply enriched. Starting with a base of vanilla, then layered with citrus, kiwi, and mango. Finished off with top notes of grapefruit, banana and fresh strawberries.

## **Calm | Compose | Recharge**

Set your mood with this rich, creamy vanilla aroma. Traditional and perfect for any home interior and environment. Year after year vanilla reigns as a popular and superior home fragrance.

## **Boost | Enlighten | Desire**

A sweet and delicate smell entwined with fresh notes of pear and peach. Allow your mind to absorb the richness of this scent to enlighten and refresh.

**Jasmine and Frankincense –**

*All Products excl wax melt kit*

**Invigorate | Uplift | Relieve**

With real jasmine flowers, this fragrance is a warming bed of blooming jasmine intertwined with soft spices of clove, frankincense and pepper. Resting on a bed of gentle woods and lightened by patchouli with a mellow golden amber and musk.

**Norfolk Gin -**

*All Products excl wax melt kit and  
100 hour burn + bloom candle*

**Detox | Unwind | Refresh**

Think fresh juniper aromas and herbal scents balanced with a touch of spice, hints of sweetness and fragrant citrus: that's the essence of Norfolk Gin.

**Peony and Rose –**

*All Products*

**Embrace | Inspire | Love**

A stunning warm and smoky fragrance offering an indulgent and luxurious experience. Heart notes of clove, amber and oud, topped with peony and roses.

**Chamomile with Cedarwood –**

*All Products excl wax melt kit*

**Calm | Relax | Soothe**

A sensual and soothing blend of chamomile and cedarwood, with hidden notes of lilac, lavender and coconuts.

**Dark Honey with Pepper -**

*All Products excl wax melt kit*

**Detox | Repair | Balance**

A powerful and dark woody indulgence with base notes of amber and tonka bean, softened with honey accords. Blood Orange with Plum

**Blood Orange with Plum -**

*All Products excl wax melt kit*

**Boost | Enrich | Detox**

Imagine a medley of berries with top notes of zesty blood oranges leading into a fusion of velvet sage and pink peppercorns.

**Patchouli with Lily -**

*All Products excl wax melt kit*

**Revive | Uplift | De-stress**

A sultry and rich patchouli oil with an almost narcotic edge. With an alluring heart of intoxicating geranium, encased between notes of Indian jasmine and Lily. This fragrance is a whirlwind of herbal spices, intense florals and spice.

**English Pear with Freesia**

*All Products excl wax melt kit and  
100 hour burn + Bloom candle*

**Refresh | Calm | Heal**

Infused with Freesia petals. Fresh top notes of bergamot, lemon and pear. Soft notes of magnolia, orchid, rose creating a soft heart, followed by a base of dry amber and touch of patchouli.

# THE PRODUCTION

## CANDLES -

Our candles have been carefully made with a natural blend of coconut and rapeseed wax, and infused with the finest oils. Every fragrance we use is carefully inspected to ensure the ingredients are free from any severe hazards to health, making them safer to burn in the family home. The wooden wicks are sourced from a company that donate a percentage of each sale to trees for the future. Vegan Friendly, Free from paraffin, soy, palm, beeswax, dyes, parabens, phalates and synthetic additives.

## WAX MELTS -

Our wax melt collection is made in small batches by infusing 100% soy wax with botanicals and the finest oils. Once combined, the mixture is carefully poured into moulds and stored for curing. The Botanical Wax Melts are then packaged and presented in recyclable, bio-degradable packaging. Vegan Friendly.

## FLOWER DIFFUSERS -

We use a Vegan and eco-friendly oil base that is made from a renewable source, is non toxic and has a low carbon footprint. Our fragrances are carefully selected to ensure they do not carry any severe hazards to health and are safer to diffuse around pets, children and pregnant women. Each Flower is delicately hand made with thin slices of sola wood.

# FRAGRANCE AVAILABILITY

## CLASSIC CANDLES ONLY -

Lychee with Peony  
Tropical Fruits  
Very Vanilla

## BURN + BLOOM CANDLES,

## FLOWER DIFFUSERS,

## WAX MELTS -

Eucalyptus with Lemon  
Lily and White Rose (**excl flower diffusers**)  
Lychee with Peony (**excl flower diffusers**)  
Lavender with Clary Sage  
Very Vanilla  
Plum and Rhubarb  
Jasmine and Frankincense  
Norfolk Gin  
Peony and Rose  
Chamomile with Cedarwood  
Dark Honey with Pepper  
Blood Orange with Plum  
Patchouli with Lily  
English Pear and Freesia

## WAX MELT KIT -

Peony and Rose  
Lavender with Clary Sage  
Plum and Rhubarb

# CANDLES

## THE CLASSIC COLLECTION

### The 55 Hour (30cl), The 35 Hour (20cl)

Our classic candle collection are set in luxury, thick frosted glass. Professionally screen printed with our logo and fragrance and accompanied with our signature branded timber lid. Each candle comes with an instructional dust cover on how to use wooden wick candles and to ensure the wax stays clean and debris free. **Available in three fragrances across 2 sizes The 55 Hour Candle and The 35 Hour Candle. See page 5 for more information on available fragrances.**



**The Classic 55 Hour**  
85mm dia. x 110mm.  
Net Weight – 280g



**The Classic 35 Hour**  
75mm dia. x 97mm. Net  
Weight – 175g



## THE BURN + BLOOM COLLECTION

### The 20 Hour (10cl), The 30 Hour (18cl), The 100 Hour (50cl)

This beautiful amber candle with black aluminium lid, not only compliments any home interior decor, but also carries with it an extra special design; A label full of wild flower seeds. After burning your candle, remove the label to plant and watch wild flowers bloom. **See page 6 for more information on available fragrances.**

Featuring the plantable seeded label (See page 2 for more info)



**The Burn + Bloom**  
**100 Hour**  
114mm dia. x 89mm.  
Weight - 880g



**The Burn + Bloom**  
**30 Hour**  
64mm dia. x 110mm  
Weight - 320g

**The Burn + Bloom**  
**20 Hour**  
62mm High x 62mm Dia.  
Net Weight – 90g





# THE FLOWER DIFFUSER

Incorporating home fragrance with interior styling. This unique fragranced flower bouquet is powered by both reeds and a cotton rope; beautifully displayed in a clear glass vase. With a special feature of a plantable seeded label. Packaged in professionally printed white boxes.

## HOW IT WORKS

The cotton rope quickly absorbs the liquid until it is saturated in your chosen fragrance, providing a quick strong aroma. The reeds continue to provide aroma stability by gradually drawing the scent, and diffusing through each petal, long after all the oil has evaporated from the vase. Each flower is delicate and unique, carefully handmade from thin slices of sola wood.

**See page 5 for more information on available fragrances.**

## REFILL BOTTLES

Fragrance bottle refills are also available buy purchasing the bottle of oil without flowers and un-packaged. Refills also feature the plantable seeded label.

Bottle size - 50mm dia. x 102mm



## FEATURING THE PLANTABLE SEEDED LABEL

See page 2 for more information.

Box size – 70 x 70 x 200 mm  
110ml lasting 2-3 months Approx.



# **BOTANICAL WAX MELTS**

## **100 HOUR WAX MELT BARS**

80g bar with 6 cube segments holding a burn time of 16-20 hour per cube. Infused with relevant to fragrance botanicals and fruits. Packaged in fully biodegradable and recyclable envelopes. **See page 5 for more information on available fragrances.**



## **PICK + MIX OPTION (SINGLE SINGLE MELTS)**

We offer an extremely popular Pick + Mix option where customers may choose 5 or 10 mini botanical wax melts to pop into a branded cotton drawstring bag.

Alternatively, we also have full sample bags available, where the customer can enjoy all available fragrances.

Each botanical melt is individually packaged in the exact mini version packaging as our standard wax melt bars in accordance with UK/EU CLP labeling & compliance legislation. Burn Time: 16-20 hours per cube.

## **BRANDED COTTON DRAW STRING BAGS -**

**These can be used as part of purchasing single mini melts as we offer our customers or sold separately.**

## **PICK + MIX SINGLE MELTS**

**(Individually purchased, see MOQ in T&Cs for more info)**



*Pg. 9 Botanical wax melts*

# THE MAKE IT FOR FUN WAX MELT KIT

## AND REFILL

This kit contains all that is needed to create 10 botanical wax melts with full step by step instructions. Great for gifts, if customers are wanting to try a hand at melt making, or simply needing to express their own creativity.

The refill kit contains only the materials needed to create another 10 set of wax melts. Perfect for those wanting to make a second set of wax melts without the need to purchase additional equipment. As seen in and recommended by Crafts Beautiful Magazine.

**Available in three fragrances, Peony and Rose, Lavender with Clary Sage, Plum and Rhubarb.**

### Materials:

Step-by-Step Instructions

Soy wax flakes

Relevant Botanicals (varies depending on fragrance)

Bottle of Fragrance

A biodegradable, and recyclable envelope for storage for your made melts

### Equipment:

Jug

Thermometer

Silicone mould



As recommended by

**Crafts**  
beautiful

*Pg. 10 Wax melt kit*

# WAX MELT AND OIL BURNERS



Elegant ceramic burner.  
**Available in two styles**

## **The Song Bird Burner**

Aztec style swirls and birds.

## **The Aladdin Burner**

Designer and rustic style ropes.



## **The House Burner**

This cute little house burner in brilliant white is sure to delight as the little windows light up with candlelight.

**We are currently working on the expansion of this range.**

# THE GIFT SETS

The perfect selection of gift sets to suit all, these beautifully presented gift sets are packaged in a unique wooden wine box with stylish black rope handles. All gift sets are available in 5 Fragrance Collections.



## THE BURNER GIFT SET

Contains a beautiful and stylish tea tealight burner and 3x 100hr wax melt bars



## THE FRAGRANCE GIFT SET

Contains a flower diffuser, and 30 hour Burn and Bloom candle



## THE CANDLE LOVER GIFT SET

Contains three 20 Hour Burn + Bloom Candles



## THE FLAMELESS GIFT SET

Contains one flower diffuser and 2x 100hr wax melt bars

### The Best Seller Selection

Contains a selection of: Peony and Rose, Eucalyptus with Lemon, Jasmine and Frankincense products.

### The Floral Selection

Contains a selection of: Patchouli with Lily, Lily and White Rose, Peony and Rose products.

### The Mixed Selection

Contains a selection of: Dark Honey with Pepper, Lychee and Peony, English Pear and Freesia products.

### The Fresh Selection

Contains selection of: Eucalyptus with Lemon, Plum and Rhubarb, Blood Orange with Plum products..

### The Oriental Wood Selection

Contains a selection of: Jasmine and Frankincense, Lavender with Clary Sage, Chamomile and Cedarwood products.

# POINT OF SALE UNITS

We have developed both a floor and counter unit with the aim to accommodate all budgets and retail floor space. The floor unit has trays that are accessible from the front and the back for easy access and place-ability. The counter unit sits on a turn point and can be turned a full 360. This unit will also come with separators that will fit inside each tray, perfect for housing our Pick + Mix mini melt selections. (Tray separators for the floor stands can be arranged)

Both displays have been designed in Plywood and white MDF. The MDF has been sprayed to give it a satin finish, that creates a professional and clean look.



We offer 25% off units for stockists purchasing to display Pick + Mix mini melts (will need to purchase a minimum of 25 mini melts in 10 fragrances).

As well as 50% off units for any single order over £1800.

If any of these offers apply to you then please get in touch [jo@thecandlebrand.co.uk](mailto:jo@thecandlebrand.co.uk)

Our delivery charges are the best quotes that we have obtained. You are welcome to arrange own transportation or discuss alternative couriers. We are happy to deliver units to our local stockists within a 50 mile radius of IP21 4XY.



Floor Unit: H 167cm, W 49cm, L 55cm.

Weight Approx 31kg

Table Unit: H 67, W 48, L 55cm.

Weight Approx 15kg

# WHOLESALE TERMS + CONDITIONS

**Production Time** - Production time is 3-4 weeks unless otherwise prearranged with the retailer.

**Payment Terms** - Payment must be upfront unless agreed with retailer prior to making the order. Production time will commence upon completion of funds. We are currently working on being able to offer Net Terms.

**Minimum Order** - There is a minimum quantity of 12 unit items per collection with permission to be able to choose a mixture of fragrances within the collection.

Pick + Mix Mini Melts - Retailers will need to stock a range of at least ten fragrances, with a minimum of 25 single melts per fragrance. You can purchase cotton bags for these separately which are sold at cost price.

**Online Sales** - As an approved stockist, you may sell The Candle Brand products on your website for the RRP - unless by prior authorised written arrangement. Please notify of any sales or special offers that our products may enter for authorisation by Christina Brand.

## ADDITIONAL STOCKIST BENEFITS

- Easy to use online Trade Platform to be able to place orders whenever needed. As well as access to all order history and downloadable VAT invoices.
- Stockists have full access to a google drive of product photos and our logos which can be used across websites, social media and point of sale.
- A copy of public liability and product insurance.
- If selling online we can add a direct back link to your website on our stockists page.
- Free POS cards with 6 different designs to choose from. The Candle Brand point of sale units available to purchase with the opportunity for discounts. **See page 11 for more information**

**To open an account, contact Jo via: [jo@thecandlebrand.co.uk](mailto:jo@thecandlebrand.co.uk) or visit [www.thecandlebrandtrade.co.uk/pages/register](http://www.thecandlebrandtrade.co.uk/pages/register)**

*Pg. 14 T&C*



*cb*

THE CANDLE BRAND

Incorporating home fragrance with

100% Natural wax and vegan friendly



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