

INCORPORATING HOME FRAGRANCE WITH INTERIOR STYLING



THE CANDLE BRAND

WHOLESALE
CATALOGUE 2021



THE CANDLE BRAND

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CONTACT

DIRECTOR - CHRISTINA BRAND

EMAIL@THECANDLEBRAND.CO.UK

THE CANDLE BRAND LTD 12168721
VAT REG: GB 340877879

EMAIL@THECANDLEBRAND.CO.UK | WWW.THECANDLEBRAND.CO.UK

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 YOUR LABEL

The Plantable label; embedded with the seeds of wild flowers. Found as 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..

The paper is handmade and not pressed in the same way as traditional paper this is 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.



Pg. 3 Plantable seeded labels

AVAILABLE FRAGRANCES

**Eucalyptus with Lemon –**

All Products excl wax melt kit

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.

Lily and White Rose –

*All Products excl wax melt kit
+ flower diffuser*

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.

Lychee with Peony –

*All Products excl wax melt kit
+ flower diffuser*

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.

Lavender with Clary Sage –

All Products

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.

Tropical Fruits –

Only available in the classic candle

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.

Very Vanilla –

All Products excl wax melt kit

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.

Sandalwood Musk -

All Products excl wax melt kit

Balance | Repose | Enlighten

A creamy, indulgent musky delight. Top notes of caramelised amber and honeyed sweet white musks. Heart notes of geranium stems leading into a base of warm patchouli and buttery Madagascan vanilla pods.

Plum and Rhubarb –

All Products

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.

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, phthalates 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, biodegradable 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 –

Eucalyptus with Lemon
Lily and White Rose
Lychee with Peony
Lavender with Clary Sage
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
Sandalwood Musk
Plum and Rhubarb
Jasmine and Frankincense
Norfolk Gin
Coconut and Peach
Peony and Rose
Chamomile with Cedarwood
Dark Honey with Pepper
Blood Orange with Plum
Patchouli with Lily

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 six 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

Wholesale per unit:
£9.17 +VAT
RRP per unit: £21.99



The Classic 35 Hour

75mm dia. x 97mm. Net
Weight – 175g

Wholesale per unit:
£7.08 +VAT
RRP per unit: £16.99



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

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Wholesale per unit:
£13.33 +VAT
RRP per unit: £32.00



The Burn + Bloom 30 Hour

-

Wholesale per unit:
£6.67 +VAT
RRP per unit: £16.00

The Burn + Bloom 20 Hour

62mm High x 62mm Dia.
Net Weight – 100g

Wholesale per unit:
£5.00 +VAT
RRP per unit: £12.00



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.

Wholesale per unit:
£6.25 +VAT

RRP per unit: £14.99



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.

Wholesale per unit: £9.17 +VAT
RRP per unit: £22.00



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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.**

Wholesale per unit:
£2.29 +VAT
RRP per unit: £5.50



PICK + MIX OPTION (SINGLE MINI 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 -

13 FREE COTTON BAGS PER 100 MINI MELTS PURCHASED additional bags can be purchased separately. Wholesale per unit: £0.42p +VAT. You are also welcome to sell these individually as additional gift bags if required.

PICK + MIX MINI MELTS

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

Wholesale per unit:
£0.52p +VAT

RRP: £1.25 per mini melt
RRP: £6.25 (Bag of 5)
RRP: £12.50 (Bag of 10)

FULL SAMPLE BAGS (All 15 mini melts)

Wholesale per unit: £7.81 +VAT
RRP: £18.75



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



Make It For Fun Wax Melt Kits

Wholesale per unit: £7.91 +VAT

RRP per unit: £18.99

Refill Kits

Wholesale per unit: £5 +VAT

RRP per unit: £12.00



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.**

Wholesale per unit: £3.12 +VAT
RRP per unit: £7.50



The House Burner

Wholesale per unit: £5.83 +VAT
RRP per unit: £14.00

**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 to our stockists in the fragrance mix of their choice.



THE BURNER GIFT SET

With the option of the Aladdin or Songbird burner, this Gift Set also contains three wax melts

Wholesale per unit: £10.00 +VAT
RRP per unit: £24.00



THE FRAGRANCE GIFT SET

Contains a flower diffuser, and 35 hour candle

Wholesale per unit: £16.25 +VAT
RRP per unit: £38.99



THE CANDLE LOVER GIFT SET

Contains three 20 Hour Burn + Bloom Candles

Wholesale per unit: £15.00 +VAT
RRP per unit: £36.00



THE FLAMELESS GIFT SET

Contains one flower diffuser and two wax melts

Wholesale per unit: £13.76 +VAT
RRP per unit: £33.00

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 email@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

Pricing -

Floor unit = £150 +VAT. Postage £66.00 +VAT

Counter Unit = £85 +VAT. Postage £34.00 +VAT

Pg. 13 Point of sale

WHOLESALE TERMS + CONDITIONS

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

Payment Terms - Payment must be upfront. Production time will commence upon completion of funds.

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. Automatically receive 13 free cotton bags for the pick + mix with every 100 mini melts ordered. Additional bags can be purchased separately.

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 'stockist area' 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 will 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 christina via: email@thecandlebrand.co.uk

