



# Ash Wood Candles

bespoke products

[info@ashwoodcandles.co.uk](mailto:info@ashwoodcandles.co.uk)

[ashwoodcandles.co.uk](http://ashwoodcandles.co.uk)

 [@ashwoodcandles](https://www.instagram.com/ashwoodcandles)

 [@ashwoodcandles](https://www.facebook.com/ashwoodcandles)

# FROM CONCEPT TO CREATION.

Have an idea, a place, a site that you want to condense into a perfect, tiny gift?

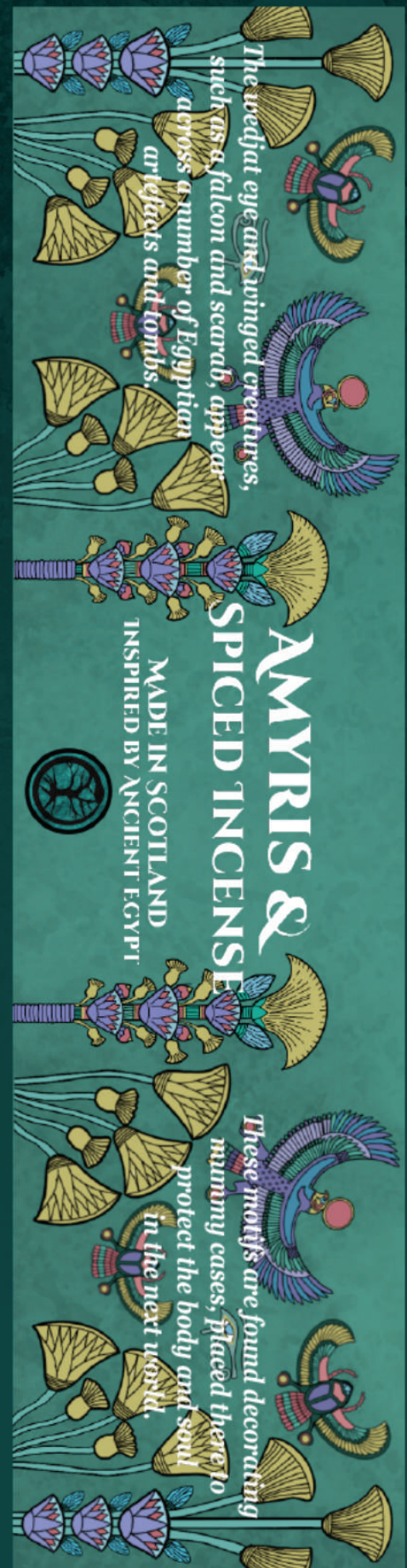
We specialise in creating candles and wax melts that embody your site, your vision, and let your visitors take a little bit home with them.

From concept to creation, we can take you through the whole process from choosing scents to creating a design that fits your bespoke product just right.

A Jacobite candle that smells just like Bonnie Prince Charlie's parlour room? We got you. Or a candle that goes deep into the heart of Early Medieval Iona, with the scent of crisp vellum, ink, and worn pages filling the air? Sure thing! A Viking candle that smells like the cool North Sea and rickety wooden ships? Oh, now you're talking!

Let us take those ideas and run with them. We even do the research to pin point the right scent for your era.

But how do we do that? Well, let me show you...



Example of our 85g tin labels for The British Museum's 'Egyptian Hieroglyphics' exhibition.

# FRAGRANCE - vessel - design

## 1. Choose your fragrance

Either choose from our range of tried and tested fragrances available from our wholesale catalogue or look for something distinctive and complimentary to your site or idea. We can match a scent to your preference and budget. We're happy to help talk through the options available to you!

## 2. Pick a vessel

Each site, museum, and exhibit is different. Tailor your vessel to your customer. If you're looking for something that a travelling customer can take with them, then a tin is always a lovely, recyclable vessel option. If you're looking for a statement, glass with a lovely wooden lid might be what you're looking for. No matter what, we're here to advise on your vessel choice.



Different coloured tins to suit your brand? Yes please!

## 3. Its all about the Design

If you already have a design in mind, then we can help fit it to your chosen vessel, print your labels, and send out your product ready to go. Just send us your template and we're off!

If not, we also offer a bespoke design service for labels. Tell us your preferences, if you want certain motifs or landscapes encapsulated into your label, and we'll design something truly unique. If you have brand guidelines, we'll work within them to make your candles into something distinctly *you*. Chat to us more if you want our design services!



Example of our 85g Pharaoh label for The British Museum's 'Egyptian Hieroglyphics' exhibition.

Once your happy with your order, we'll send your the **required safety documents** to make sure you and your customers know what allergens are present in our candles. And then they'll be ready to place within your gift shop!

WANT TO KNOW MORE  
ABOUT OUR BESPOKE  
PROCESS?

Flip the page to find out more!



# the concept: that spark of life

Letting us in on your concept idea is the first place we begin. After all, you've already decided you want a bespoke product, that means you have a idea of *what* you'd like and *who* you customer is.

I'm an archaeologist by training, so let's start with a case study.

## case study: creswell crags

A big part of the direction for Creswell Crags was experiencing what the Ice Age was like, and of course, that meant what it *smelt* like too.

There are **FOUR** major aspects to the site and history of Creswell Crags which is fundamental to understanding its landscape and how we interact with it:

**Human** - human occupation from Ice Age onward, including prehistoric tools and rock art.

**Mineral** - the site is a limestone gorge with caves and fissures.

**Animal** - evidence of deer/mammoth habitation.

**Earth** - the site is surrounded by nature and wild camping sites.



These were incredibly important aspects to pinpoint so we could accurately represent the site through a bespoke range that would allow customers to take a real piece of Creswell Crags home from the gift shop. That meant the products not only had to *look* like Creswell Crags, but invoked its past and it's future. We took those aspects and expanded outward, looking for the perfect scent combinations that would bring the *past to life*.

# CREATION: SCENT PROFILES



## human

Leather  
Woodsmoke  
Herbs  
Musk



## animal

Cedarwood  
Musk  
Clove  
Spices



## mineral

Snow  
Ozone  
Eucalyptus  
Amber



## earth

Burnt Wood  
Mosses  
Winter fruit  
Pine

As we had narrowed it down to those **FOUR** components, we had to pick the right **scent profile** for each of candle, so we could represent the multi-faceted nature of the site.

Each profile was used to create **SIX** bespoke candles, but what about the rock art that was so deeply embedded into the site itself?

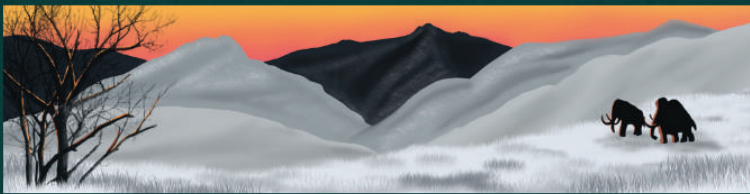


Using each distinct fragrance, we created one custom wax melt snap bar that would encompass all of Creswell Crag's rock art and house each scent in a distinctive colour combination that suited their brand guidelines.



# keeping to the brand!

Brand guidelines are key to creating a product that is fitted to you. Creating a bespoke candle means that your customer takes a bit of your site away with them and so sticking to your brand is important.



When we create a design, we want to make sure your brand shines through.

We start with a colour spectrum that either replicates your brand identity or compliments it. Then, we build the scene.

A landscape of snowy Ice Age mountains. A deep, hidden gorge. A cosy cave decorated with rock art. A warm, crackling fire. A hearth with a bushel of herbs hanging over it.

We make sure to make a label that is evocative and that paired with text, tells a story of your site while being equally appealing to your customer base.

Creswell Crags colour palette and our bespoke artwork

We make sure to take that creative thread and weave it through the whole product range, from candles to wax melt, to make sure you have a sleek, cohesive product at the end.

# keeping to the brand: the finished design

**CURATED TO FIT THE SITE**

**IMMERSIVE, INFORMATIVE TEXT SHOWCASING THE SITE**

**COLLABORATIVE BRANDING**

**FOLLOWS BRAND GUIDELINES**

**MADE INTO CANDLES AND WAX MELTS**

**SCENTS THAT REFLECT THE LANDSCAPE**

**HANDDRAWN DESIGNS**

**HIDDEN GORGE**  
ICE, PINE, MOSS & GLACIAL SNOW  
150G | SOY WAX CANDLE

Rare scents rise up from the unique vegetation that is only found on the ancient rocks and gorge floor, fed constantly by the steady flow of glacial water.

Your own piece of paradise. Hugged by the cliffs that provide protection and shelter.

**WILD CAMPSITE**  
Woodsmoke & Leather  
150G | SOY WAX CANDLE

Create the feeling of your own wild campsite, miles away from all others. The slow rising, whispering smoke guides you back...

And the soft smell of natural leather comforts you as you bask in the warm glow of the fire.

**HIDDEN GORGE**  
Ice, Pine, Moss & Glacial Snow  
ROCK ART  
SOY WAX MELT

**WILD CAMPSITE**  
Woodsmoke & Leather  
ROCK ART  
SOY WAX MELT

**CRESWELL CRAGS**

These are two examples of the finished look, using brand colours, text, and logo which is suited to fit candle tins and wax melt packaging.

Each with a reflective fragrance!



## the finished products

The finished product is a sleek, vibrant take on the site, blending well into their gift shop section 'Scents of the Ice Age'.

It introduces each aspect of the site with its immersive label and text placing the customer *right* into the site and era.

Our custom Rock Art Snap Bars' cohesive design means that the colours, scents, and labels match each candle. This is a really accessible way of identifying matching products within a gift shop and adds a pop of colour to your fragrance product. Plus the stamping of Creswell Crags' distinctive prehistoric rock art onto the bar means their visitors can take a real piece of the site home with them.

The choice of tins as a vessel allows the visitor to travel home with this little candle without the fear of breakages. They're also stack-able and great for gift shop placement.





so, what do you think?



ready to make something bespoke?



**If you're interested in our bespoke\* products, you can contact us via our email:**

[\*info@ashwoocandles.co.uk\*](mailto:info@ashwoocandles.co.uk)

*\*Minimum order of 50 batch candles to qualify for Wholesale/Bespoke Prices. We are a small batch company, all products are made to order and made by hand.*

**You can find us here:**



**Scan me!**

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