



The Flora Lab

HAND POURED
NATURAL-WAX CANDLES

Wholesale Brochure



Welcome to The Wonderful World of The Flora Lab



The Flora Lab was born from a love of nature and the joys of experiencing all of life's incredible moments through scent. Inspired by nature and backed by science, we make gorgeous gifts in a sustainable way.

All our products are poured by hand, not machines, in the UK. We only use plant based, sustainable waxes, diffuser and perfume bases and every fragrance that lines our shelves is the result of months of trialing and testing until we find that final magic. All our packaging is recyclable, reusable and responsibly sourced.

Creating an incredible product experience is at the centre of what we do. We focus on the little details and those finishing touches that make our products extra special and well, a little bit different.

Sophie, Ronan & the whole Flora Lab team x

CONTACT

If you have any questions about ordering and delivery, or want some more information on our products, do give us a call on 07926654125.

VISIT OUR TRADE PORTAL

thefloralab.com/trade

*for advice, product
information and inspiration.*



As featured by:

HOMES
& INTERIORS
SCOTLAND

DAILY
EXPRESS

Living
MAGAZINE

DAILY
Mirror

Ideal Home

Fabulous

woman&home

THE
SPECTATOR

“

I love The Flora Lab! The fragrances of their candles and melts are so beautiful and long lasting. The packaging designs are absolutely gorgeous and very distinctive. The Flora Lab's prices are very reasonable considering how high quality their products are. I also love their recyclable and sustainable packaging.

Rachael.



“

The Flora Lab products are a huge hit with our customers. Not only are the scents gorgeous, the detailed designs and packaging are an instant eye catcher even on the busiest of shelves.

It's a wonderful experience from ordering to selling.

Danny Smeardon,
Owner, Brother's Green.



Proudly stocked with over 150 retailers across the UK and Ireland including;
Chelsea Physic Garden | The National Trust | Manchester Museum

Double Wick Candles

A luxurious double wick candle in a 500ml vessel with up to 90hrs burn time. Hand poured with plant based waxes. Vegan. Perfect for gifting or self treating. Beautifully presented in our signature botanical boxes.

A selection of our best selling scents, per season.



Sicilian Sunbeam
SS-500

Stargazer
SG-500

Renaissance Man
RM-500



Darjeeling Delights
DD-500

Sea Salt
SEA-500

Sweet Smokin' Bourbon
SSB-500

Herb Garden
HG-500

New scents introduced seasonally. Shop the full collection online.
thefloralab.com/trade



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Single Wick Candles

Our most popular product. An every day candle in a 180ml vessel with up to 35hrs burn time. Hand poured with plant based waxes. Vegan. Perfect for gifting or self treating. Beautifully presented in our signature botanical boxes.

A selection of our best selling scents, per season.

Bestseller



Sicilian Sunbeam
SS-180

Mother's
Day Pick



Stargazer
SG-180

Fan
Favourite



Renaissance Man
RM-180

Bestseller



Darjeeling Delights
DD-180

New



Sea Salt
SEA-180

Bestseller



Sweet Smokin' Bourbon
SSB-180

New



Herb Garden
HG-180

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Alpine Air
AA-180

Wonderland
WL-180

Christmas
CH-180



Flora's Florist
FF-180



Woodland Glow
WG-180



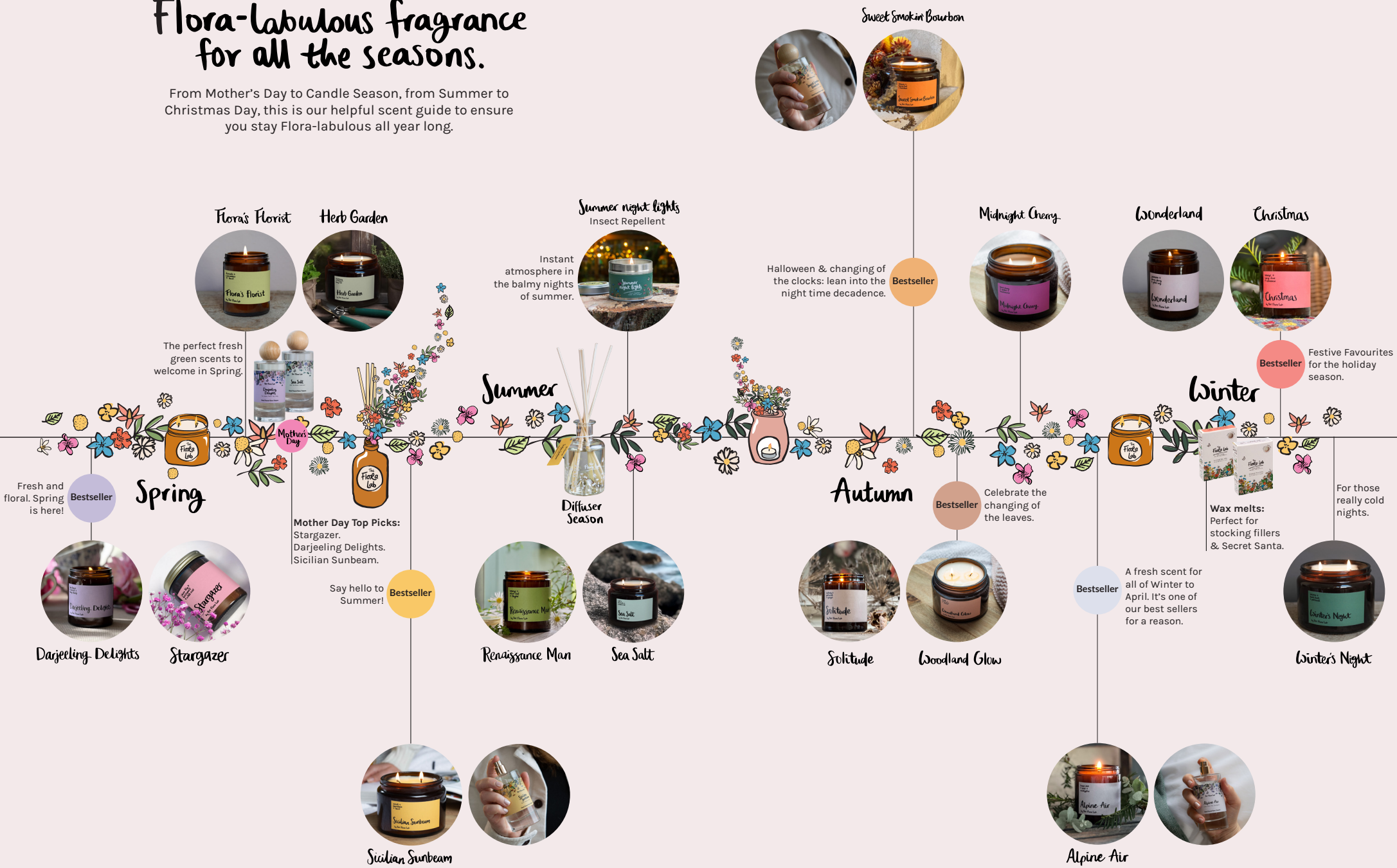
Midnight Cherry
MC-180

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Flora-labulous fragrance for all the seasons.

From Mother's Day to Candle Season, from Summer to Christmas Day, this is our helpful scent guide to ensure you stay Flora-labulous all year long.



Reed Diffuser

Flameless and Fabulous; An everlasting, reusable bottle decorated in our signature botanical motif. Hand poured with 175ml of sustainable soy derived base & our favourite Flora Lab fragrances. Up to 9months scent. Paired with natural rattan reeds (FSC certified).

Perfect for all year round scenting & gifting.



Sicilian Sunbeam
SS-DF



Darjeeling Delights
DD-DF



Renaissance Man
RM-DF



Sea Salt
SEA-DF



Sweet Smokin' Bourbon
SSB-DF



Herb Garden
HG-DF

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Alpine Air
AA-DF

Bestseller



Wonderland
WL-DF



Christmas
CH-DF

Bestseller



Flora's Florist
FF-DF



Woodland Glow
WG-DF

Bestseller



Midnight Cherry
MC-DF

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thefloralab.com/trade



Reed Diffuser Refill

Complement your Everlasting Diffuser selection with a range of 100ml diffuser refills. Adorned with our colourful labels, ensuring their cottage core & cute personality shines through.

Pair with your everlasting diffusers for repeat customers.



Sicilian Sunbeam
SS-DFR



Darjeeling Delights
DD-DFR



Renaissance Man
RM-DFR



Sea Salt
SEA-DFR



Sweet Smokin' Bourbon
SSB-DFR



Herb Garden
HG-DFR

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Midnight Cherry
MC-DFR

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Room Perfume

Hand-crafted in the UK with premium fragrance oils, our 100ml luxury room perfumes deliver strong, long-lasting fragrance in an instant. No flame, just effortless scent on the go.

Luxury perfume for your home.



Bestseller

Sicilian Sunbeam
SS-RP



Fan
Favourite

Renaissance Man
RM-RP



New

Sea Salt
SEA-RP



Bestseller

Darjeeling Delights
DD-RP



Bestseller

Alpine Air
AA-RP



Bestseller

Sweet Smokin' Bourbon
SSB-RP



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Wax Melts

Botanical Bliss for up to 100hrs. Hand poured with a sustainable soy wax and encased in a plastic free FSC certified box, designed in our signature botanical design.

The perfect trend led home fragrance product.



New scents introduced seasonally. Shop the full collection online.
thefloralab.com/trade



Summer night lights

Natural Insect Repellent Garden Collection

The perfect scented backdrop to summer entertaining. Hand poured with natural plant based waxes. Featuring Citrepeel® a highly effective insect repellent, designed to keep the bugs at bay.

Available as a 200ml tin candle and in wax melts.



Lavender & Patchouli
SNLLP-WM



Citronella & Lemongrass
SNLCT-WM



Lavender & Patchouli
SNLLP-200



Citronella & Lemongrass
SNLCT-200

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Festive Fragrances



"The BEST smelling Christmas candle out there!"

Julia
thefloralab.com



Looking Good

Visual Merchandising Guidelines.

We've picked up a few tricks of the trade when displaying Flora Lab, and we'd love to share them with you.



1. Put your best smells forward.

Pop your sample candles under our Flora Lab cloches and encourage people to smell them. Pair with our printable scent cards.

2. Show off your colours.

Take a selection of candles out of their boxes and place on top of the box. This allows for a really show stopping display via colour which will catch your customers eye.

3. Pair with complimentary products & upsell.

Think matches, soaps and other little treats to break up your display and create interest on your shelf.

4. Download your free shelf talkers & educational assets.

These are available from our trade portal and will only help to make your display stronger.

Our full visual merchandising guidelines are available online:
[thefloralab/trade](https://thefloralab.com/trade)



POS

Available upon request.



Comprehensive Asset Library

Available for website & social use.



Candle Display Cloche

Prices available upon request.



How to Order

There are 3 ways you can order from us;

Direct

Contact us directly at:
customercare@thefloralab.com

or give us a call on
07926654125.

Website

Shop on our trade website:

thefloralab.com/trade

Faire

Shop with us on Faire:

thefloralab.faire.com

How We Support You

We want to see you thrive. That's why we've put together a comprehensive package to ensure we can do everything to make The Flora Lab a success in your store.

Delivery

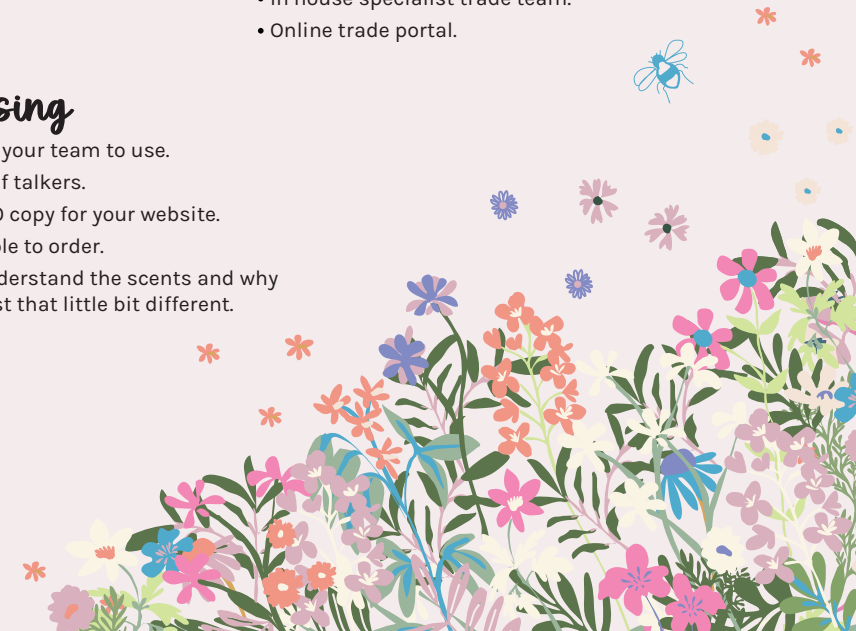
- Quick Dispatch from our warehouse.
- Tracked delivery.
- Cartonised items.

Customer Service

- Quick responses to any queries.
- In house specialist trade team.
- Online trade portal.

Merchandising

- Assets for you and your team to use.
- Downloadable shelf talkers.
- Ecom visual & SEO copy for your website.
- POS assets available to order.
- Video assets to understand the scents and why The Flora Lab is just that little bit different.



The Flora Lab

3 WAYS TO ORDER

DIRECT: Customercare@thefloralab.com

WEBSITE: thefloralab.com/trade

FAIRE: thefloralab.faire.com

CONTACT

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DROP US AN EMAIL

customercare@thefloralab.com

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Our collections change with the seasons, and therefore this printed brochure may become out of date quickly. For our most up to date range, please always view our online catalogue available on our trade portal.

WEBSITE



thefloralab.com

SAY HI ON SOCIAL

We're on Tik Tok
& Instagram:



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

