



# CANDLE WARMERS ETC.®



Bart Kennington, Owner and CEO, with the Original Warmer

In 2000, entrepreneur Bart Kennington was exposed to the dangers of lit candles after an unattended candle sparked a fire that destroyed a neighbor's home. Realizing the significance of the problem, Bart set out looking for a solution and he turned to a mug warmer he was given as a gift. He realized that the mug warmer was the perfect solution to release a candle's fragrance without the need for an open flame. Following a hunch, Bart spent nearly all of his family's savings and purchased five thousand mug warmers, introducing the world to a safer alternative to burning a candle.

With over ten thousand house fires each year in the U.S. attributed to burning candles (according to the National Candle Association), Bart's idea caught on quickly. Within a few years Bart's young company had grown to include all four of his children and several other family members. Candle Warmers Etc. was now selling a variety of candle warmers to over ten thousand gift stores across the United States. In 2007 Bart's family business joined with the Beesley family, brothers Brad,

Brian, and Spencer, and brothers-in-law Chris Barnes and Brett Heyland, creating a new ownership group. The growth of the company has continued since the merger, and Candle Warmers Etc. has increased exponentially.

The company continues to lead the rapidly growing candle warmer industry, all while remaining fiercely loyal to the company's family culture and passion for innovation. With the styles included in this catalog, Candle Warmers Etc.'s assortment has grown from one simple mug warmer to over 140 styles across nine unique candle warming collections and 250 wax products.



As the original alternative to lighting a candle, we thank you for being a part of the Candle Warmers Etc. family.

#### MEET THE REST OF THE TEAM



Chris Barnes



Brian Beesley



Spencer Beesley



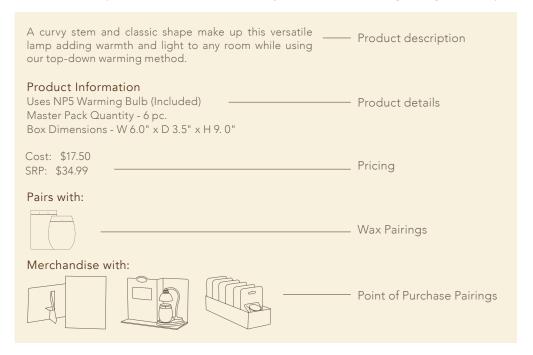
Brett Heyland

## LEGEND

We've updated our catalog. Here is a quick guide to the changes.

#### **PRODUCTS**

Below is a sample of the information that you'll find at the beginning of each product section.



#### MERCHANDISING ICON LEGEND

Each wax product or merchadising item has an icon associated with it for quick reference.



#### **REACTIVE GLAZES**

Many of our ceramic products have reactive glazes which give each a one-of-a-kind look. As a result these glazes produce beautiful, varied effects when heated in the kiln. Each product with a reactive glaze is marked with an **R** and the final finish will vary.

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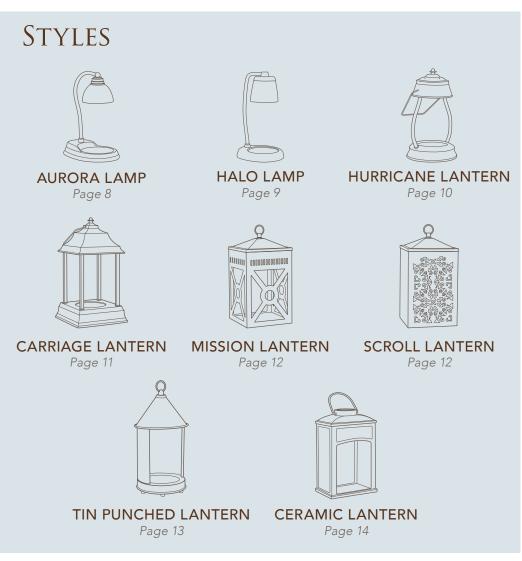
# THE FINEST HOME FRAGRANCE EXPERIENCE™

Fragrance and ambiance without the flame.™

Patented Candle Warmer Lamps & Lanterns melt the top of a candle to safely release the candle's fragrance. A large pool of melted wax then releases a cleaner, stronger fragrance that lasts up to twice as long compared to burning a candle. There are styles for any interior making them a choice accessory for any room.

#### PRODUCT & MERCHANDISING TIPS

- Display lamps and lanterns on the Lamp Video Display (FYSLCD) to educate your customers on how and where to use them (pg 54).
- Once the fragrance from the melted portion of your candle has diminished, simply pour off the melted wax into a container. The remaining solid wax is still full of fragrance.
- Demonstrating any lamp or lantern in high traffic areas of your store will create interest with your customers.





### #1 BEST SELLER



A curvy stem and classic shape make up this versatile lamp adding warmth and light to any room while using our patented top-down warming method.

#### **Product Information**

Uses NP5 Warming Bulb (Included) Master Pack Quantity - 6 pc. Box Dimensions - W 6.0" x D 3.5" x H 9. 0"

#### Pairs with:

















Black | SALBLA

Pewter | SALPP

Bronze | SALBRO

White Nickel | SALWN

# <sup>™</sup> HALO<sup>™</sup> CANDLE WARMER LAMP

# NEW



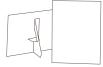
Our sleek design Halo™ Lamp adds subtle warmth and light to any room while using our patented top-down warming method.

#### **Product Information**

Uses NP5 Warming Bulb (Included) Master Pack Quantity - 6 pc. Box Dimensions - W 5.8" x D 4.2" x H 10.3"

#### Pairs with:











Black | COBL



Oil Rubbed Bronze | COORB



Brushed Nickel | COBN

# HURRICANE™ CANDLE WARMER LANTERN



Our patented Hurricane™ Lantern is a modernized hurricane lantern with elegant curved bars that warms candles from the top down, creating the appearance of a lit candle.

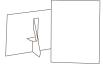
#### Product Information

Uses NP5 Warming Bulb (Included) Master Pack Quantity - 6 pc. Box Dimensions - W 7.3" x D 7.3" x H 11.5"

#### Pairs with:



#### Merchandise with:









Oil Rubbed Bronze | HLORB

Brushed Nickel | HLBN

White Nickel | HLWN

**METALLIC METALLIC METALLIC** 

# CARRIAGE™ CANDLE WARMER LANTERN

# NEW



Our patented Carriage $^{\text{\tiny M}}$  Lantern embodies the distinctive allure and design of New England's colonial fixtures.

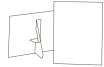
#### **Product Information**

Uses NP5 Warming Bulb (Included) Master Pack Quantity - 6 pc. Box Dimensions - W 7.5" x D 7.5" x H 13.6"

#### Pairs with:



#### Merchandise with:









Oil Rubbed Bronze | CGORB



Brushed Nickel | CGBN

**METALLIC** 

**METALLIC** 





# MISSION™ & SCROLL™ Candle Warmer Lantern



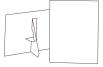
The soft halogen light of the Mission™ & Scroll™ Lanterns warm from the top down, releasing more fragrance and extending the life of the candle.

#### **Product Information**

Uses NP5 Warming Bulb (Included) Master Pack Quantity - 6 pc. Box Dimensions - W 6.6" x D 6.6" x H 12.3"

#### Pairs with:











Brick | MSRED



Rustic Brown | MSBRN



Black | SCBLK



White | SCWHT

# TIN PUNCHED™ CANDLE WARMER LANTERN



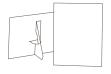
The patented Tin Punched™ Lantern casts its pattern onto nearby surfaces creating a warm atmosphere. Rotating the lantern 180° accents the punched design with a soft glow. The lantern uses our top-down warming method, creating the appearance of a lit candle without the flame.

#### **Product Information**

Uses NP5 Warming Bulb (Included)
Master Pack Quantity - 6 pc.
Box Dimensions - W 7.7" x D 7.9" x H 15.0"

#### Pairs with:











Tin Lanterns can be rotated to show the pattern through the back.



Old World | TLOWD



Primitive Tin Sunshine | TL102



# CERAMIC CANDLE WARMER LANTERN



The Ceramic Lanterns come in six reactive glazes, each with its own distinct embossed pattern. A soft halogen light warms the candle from the top, creating the appearance of a lit candle while filling your home with a pleasant fragrance.

#### Product Information

Uses NP5 Warming Bulb (Included)
Master Pack Quantity - 6 pc.
Box Dimensions - W 8.8" x D 6.8" x H 12" or
W 9.2" x D 9.2" x H 13" (Premium Collection)

#### Pairs with:

# -

#### Merchandise with:





#### CLASSIC COLLECTION



Weave | LCWE



Pierced | LCPR



Fleur de Lis | LCFLR

**Reactive Glazes** Many of our ceramic products have reactive glazes which give each a one-of-a-kind look. As a result these glazes produce beautiful, varied effects when heated in the kiln. Each product with a reactive glaze is marked with an **R** and the final finish will vary.

## PREMIUM COLLECTION

NEW



R



Hathaway | SLCTG



Crescent | SLCRT



Chelsea | SLCEL



Set candle on base and place lantern top over candle and base.







The patented whisper quiet fan, built into the warming base, circulates a fragrant breeze into the air to fill larger spaces with long lasting fragrance faster than traditional candle warmers and candles. Our Candle Aire® Tin wax holds more fragrance and lasts longer compared to scented gels and sprays. A flickering light creates the ambiance of a lit candle.

#### PRODUCT & MERCHANDISING TIPS

- Display Candle Aires and Tins on the Candle Aire Video Display (FYSCAR) to educate your customers on how and where to use them (page 54).
- Changing fragrances is quick, clean, and simple.
- Plug in and remove lid. Place Candle Aire Tin inside. Replace lid and turn on to enjoy.
- Candle Aire Tins hold more fragrance and last longer compared to scented gels and sprays.





# NEW

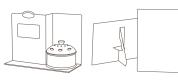


#### Product Information

Uses NP9 Warming Bulb (Included) Master Pack Quantity - 6 pc. Box Dimensions - W 9" x D 9" x H 8.2"

#### Pairs with:













Mediterannean | WCMET



Azure Scroll | WC01



Fleur de Lis | WCFDL



Tuscan Cream | WC04



Mr. Blizzard | WCBLZ

# FRAGRANCE WARMERS



#### PRODUCT & MERCHANDISING TIPS

- Display a unit out of the box to allow customers to handle products and see them outside of the packaging.
- Use our Plug-in Display Rack (PIDR) or Single Plug-in Display (FYSSPN) to demonstrate the Plug-in's functionality.
- The Plug-in Warmer plug can be rotated to fit vertical or horizontal outlets.
- By removing the dish, the warming plate on the Ceramic Warmer & Dish can be used to melt 12 oz. or smaller candles.
- To remove wax from any dish, let wax harden, turn the warmer on for one minute, slide hardened wax out, and wipe clean with a paper towel.

### STYLES



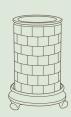
**GLIMMER** 

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**GLASS** Page 25



**ILLUMINATION** 



PLUG-IN



**HOLIDAY WARMERS** Page 32



**CANDLE WARMER** & DISH Page 34

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# NEW



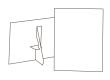
Designed to warm scented wax, the Glimmer Fragrance Warmer uses flickering LED lights so there is never a bulb to change. Each has a dish that sits on top where wax melts are placed.

#### **Product Information**

No replacement bulb needed Master Pack Quantity - 6 pc. Box Dimensions - W 5.8" x D 5.8" x H 7.3"

#### Pairs with:













Bloom | GWBLM



French Lily | GWFRL



Casablanca | GWCSB



Snowy | GWSNW

# MIDSIZE ILLUMINATION™ Fragrance Warmer



These Midsize Illumination™ Fragrance Warmers are a slightly smaller and more economical addition to our Illumination line. A perfect fit for cozier spaces in your home, these decorative Fragrance Warmers safely warm scented wax melts, releasing lasting fragrance throughout any room.

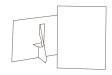
#### **Product Information**

Uses NP7 Warming Bulb (Included) Master Pack Quantity - 12 pc. Box Dimensions - W 4.1" x D 4.5" x H 6.3"

#### Pairs with:



#### Merchandise with:







### **NEW**



Hobnail **MWHOB** 



Greenleaf **MWGLF** 



Faith, Family, Friends MWFFF



Acorn MWACO



Scalloped Vase **MWSCA** 

## GLASS ILLUMINATION™ Fragrance Warmer



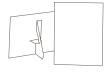
Create a radiant atmosphere with the timeless elegant look of our new Glass Illumination™ Fragrance Warmers. Our hand-forged, colored glass designs completely illuminate, creating an inviting ambiance and beautiful focal point in any room. Just add scented wax melts to safely release fragrance throughout the home.

#### Product Information

Uses NP5 Warming Bulb (Included) Master Pack Quantity - 6 pc. Box Dimensions - W 5.8" x D 5.8" x H 8.8"

#### Pairs with:















Sea Glass | GMSGS





Pearl | GMPER

# ILLUMINATION FRAGRANCE WARMER



The Illumination™ Fragrance Warmers bring a stylized touch, in a variety of designs, to any space while adding fragrance from scented wax melts. The soft halogen bulb creates a warm glow through the light holes accented on the Illumination.

#### Product Information

Uses NP5 Warming Bulb (Included)
Master Pack Quantity - 6 pc.
Box Dimensions - W 5.8" x D 5.8" x H 8.8"

Pairs with: Merchandise with:







Sweetheart | RWSHR



Americana | RWAMER



Cayenne | RWCYN



Bless This Home | RWBTH



Lattice | RWLT



Ivy | RWIVY



Green Fleur de Lis | RW03



Medallion | RWMED











Tuscan Cream | SWTC | Cream Bless This Home | RWBTHC | Live, Love, Laugh | RW06

Chai | RWCHA

R

R

#### PORCELAIN SERIES

Warming bulb illuminates porcelain with a soft glow.

#### NEW



Mason Jar | RWMAJ



#### PRECISION CUT

Each ceramic piece goes through a unique process giving it fine details.



Quadra | SWQDR



Chevron | RWCEV

#### TIN PUNCHED

The various punched metal patterns let the light shine through each warmer.



Old World | TIOLD



Sun Blossom | TISBM



Primitive Tin Starlight | TISLP

# PLUG-IN™ Fragrance Warmer



These decorative and versatile fragrance warmers can be used with any outlet, both vertical and horizontal by twisting the base. Ideal for above counter outlets in small rooms and spaces.

#### Product Information

Uses NP7 Warming Bulb (Included) Master Pack Quantity - 12 pc. Box Dimensions - W 3.7" x D 3.7" x H 5.9"

#### Pairs with:



#### Merchandise with:





Pebblestone | PIPST

REMOVABLE DISH



Americana | PIAMER



Cayenne | PICYN



Rust | PIRUT

#### REMOVABLE DISH



Imperial Meadow | PI03



Owl | PIOWL



Medallion | PIMED



Honeycomb Turquoise | PI10









Nautical | PINTC

Royal Fig | PIRF

#### REMOVABLE DISH









Imperial Plum | PI02

Honeycomb Metallic | PI08

Rainstorm | PIRSM

Black | PIBL









Cocoa | PICOA

Toffee Fleur de Lis | PITOF







Live, Laugh, Love | PILLL



Sicily | PI09

#### PORCELAIN SERIES Warming bulb illuminates porcelain with a soft glow.

#### NEW



Damask Porcelain | PIDP



Mason Jar | PIMAJ



Willow | PIWIL



Regal Porcelain | PI04





Capture the holiday ambiance with these light-spirited warmers. Combine with Candle Warmers Etc. holiday scents to welcome the holidays to your home. Refer to individual category pages for more details.

R

#### CANDLE AIRE® NEW



Mr. Blizzard | WCBLZ

#### GLIMMER™ NEW



Snowy | GWSNW

#### ILLUMINATION™ WARMERS



Santa's Sleigh | TISAN



Season's Greetings | RW26

#### PORCELAIN





Christmas Cottage | SWCHR Holiday Sweater | RWHSW



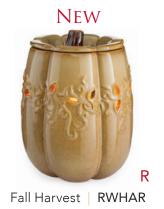
Snowflake | RWFLK



Snowman | RWSMA









Skull | RWSKL

#### PLUG-IN<sup>™</sup> WARMERS



Christmas Cottage | PICHR



Snowflake | PIFLK





Snowman | PISMA



Santa | PISNT

NEW Porcelain



Holiday Stocking | PIHSK



Jack O'Lantern | PIJOL



Skull | PISKL



# CERAMIC CANDLE WARMER & DISH



The Ceramic Candle Warmer and  $\mathsf{Dish}^\mathsf{TM}$  is a candle warmer for any home. Each has the versatility to melt both candles and wax melts with styles to match any room.

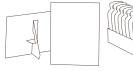
#### Product Information

Master Pack Quantity - 6 pc. Box Dimensions - W 6" x D 4.5" x H 6"

#### Pairs with:









Red Rock | CWDRK



Spring Damask | CWD02



Chevron | CWDCHV



Victory | CWDVTY



Slate | CWDSLE



Forest Floor | CWDFST



Toffee Damask | CWD03



Rustic Brown | CWDRB







Cream Embossed | CWDCE



Sandstone | CWDSS



Primrose | CWDPRS



# A TOUCH OF WARMTH



# CANDLE WARMER CROCKS



The decorative Ceramic Candle Warmer Crock melts candles 3-4 times faster than traditional plate warmers with its 360-degree warming radius. Great for 16 oz. candles or smaller.

#### **Product Information**

Master Pack Quantity - 6 pc. Crock Box Dimensions - W 7.0" x D 7.3" x H 7.5" Votive Crock Box Dimensions - W 4" x D 3.5" x H 3.5"

Pairs with:









Roman Red | CC07



Medallion | CCMED



Toffee Fleur de Lis CC06



Faith, Family, Friends
CCFFF



Cream Embossed



VOTIVE CROCK

Includes glass jar for melting votive candles



Cream Embossed | VCCE



# CANDLE WARMER PLATES

Our classic plate warmers melt your favorite candle fragrance from the bottom up and are perfect for offices, kitchens, and bathroom countertops. For 4-12 oz. candles.



# Original<sup>™</sup> Candle Warmer

Master Pack Quantity - 12 pc. Blister Dimensions - W 6.5" x D 1.5" x H 10.5"

Pairs with:



Merchandise with:





02



# AUTO SHUT-OFF™ CANDLE WARMER

Master Pack Quantity - 12 pc. Box Dimensions - W 5.4" x D 2.2" x H 6.5"

Pairs with:



04



Master Pack Quantity - 12 pc. Blister Dimensions - W  $6.5" \times D 1.5" \times H 10.5"$ 

Pairs with:



06



Master Pack Quantity - 12 pc. Box Dimensions - W 6.7" x D 2.2" x H 11.0"

Pairs with:





# **ACCESSORIES**



SKILLET

Add a skillet to any plate candle warmer.

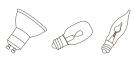
Master Pack Quantity – 12 pc. Blister Dimensions – W 13" x D 10" x H 14.3"

Pairs with:









# REPLACEMENT BULBS

The NP5 Warming Bulb can be used with any of our lamps, lanterns or Illumination Fragrance Warmers. Use the NP7 Bulb with our Plug-in and Midsize Illumination Fragrance Warmers and the NP9 with the Candle Aire®.

Master Pack Quantity - 12 pc. Blister Dimensions - W 3.5" x D 2" x H 5"(NP5) or W 3" x D .9" x H 5.7" (NP7 or NP9)



NP5 120V Bulb | NP5



Merchandise with:

NP7 120V Bulb | NP7





NP9 Flickering Bulb | NP9

# CANDLE WARMERS ETC. HOME FRAGRANCE PRODUCTS

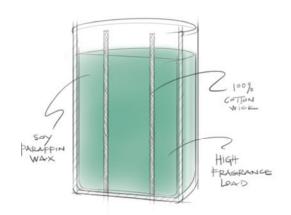






Candle Warmers Etc. home fragrance products are designed to be used with Candle Warmers Etc. warming devices, or burn on their own. Our candles and wax melts are made with the finest fragrance, wax, and wicks, and are poured in the USA.

We draw inspiration from our love of home, diversity, beauty, and simplicity. These elements, combined with our passion of fine fragrances, are the foundation of our candle line.





# CANDLE SAFETY & TIPS

The following candle safety tips are adapted from the National Candle Association (www.candles.org):

- Always keep a burning candle in sight. Extinguish all candles when leaving a room or before going to sleep.
- Never burn a candle on or near anything that can catch fire.
   Keep burning candles away from furniture, drapes, bedding, carpets, books, paper, flammable decorations, etc.
- Keep candles out of reach of children and pets. Do not place lighted candles where they can be knocked over.
- Be sure the candle is placed on a stable, heat-resistant surface. This will also help prevent possible heat damage to counters and table surfaces and prevent glass containers from cracking or breaking.
- Trim candlewicks to ¼ inch each time before burning. Long or crooked wicks cause uneven burning and dripping.

- Keep the wax pool free of wick trimmings, matches, and debris.
- Keep burning candles away from drafts, vents, ceiling fans, and air currents to prevent rapid, uneven burning, and avoid flame flare-ups and sooting.
- Always burn candles in a well-ventilated room. Don't burn too many candles in a small room or where air exchange is limited.
- Don't burn a candle all the way down. Extinguish the flame if it comes too close to the container. Discontinue burning a candle when ½ inch of wax is left in the container.
- Make sure a candle is completely extinguished and the wick ember is no longer glowing before leaving the room.



# CLASSIC COLLECTION



The Classic Collection's elegant glass shapes are available in 42 fragrances and poured with a soy wax blend in a variety of colors. The attractive shapes of the Classic Collection have each been uniquely designed to pair perfectly with Candle Warmers Etc. candle warming products. The number of wicks and their placement has been carefully designed to produce a clean, even burn and optimal fragrance.



10 oz. Candle

Dimensions: 3.75" x 3" Burn Time: 40 Hours Two 100% cotton wicks Case Pack: 6 pc.



# 16 oz. Candle

Dimensions: 3.75" x 4.8" Burn Time: 100 Hours 100% cotton wick Case Pack: 6 pc.



### 22 oz. Candle

Dimensions: 3.75" x 5.75" Burn Time: 75 Hours Two 100% cotton wicks Case Pack: 6 pc.



# WAX MELT COLLECTION



The Wax Melt Collection, in the iconic shape of the 16 oz. candle in the Classic Collection, is offered in two sizes, two and four ounce, and melts that are available in all 42 fragrances of the Classic Collection. Unique to the Wax Melt Collection is the use of 100% paraffin wax. Paraffin wax allows us to achieve an even higher fragrance load, and because the wax is melted and not burned, the benefits of using soy are no longer relevant.



2 OZ. WAX MELT Dimensions: 3.2" x 4.7" Melt Time: 25 Hours Case Pack: 12 pc.



4 OZ. WAX MELT Dimensions: 4.5" x 6.6" Melt Time: 50 Hours Case Pack: 12 pc.



# CANDLE AIRE® TIN

# NEW



Changing fragrances is quick, clean, and simple. Candle Aire® Tins are designed specifically for Candle Aire® Fan Fragrance Warmers (see pgs. 16-19). Each tin is filled with 4 oz. of scented wax that holds more fragrance and last longer compared to scented gels and sprays.



# 4 oz. Candle Aire® Tin

Dimensions: 3.2" x 4.7" Melt Time: 50 Hours Case Pack: 12 pc.





# HERITAGE COLLECTION

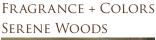


The Heritage Collection distinguishes itself as true home décor that makes the home look and smell beautiful. The Heritage Collection features three beautiful ceramic shapes available in four sophisticated fragrances. Each candle in the Heritage Collection is poured with a white soy wax blend.



# REGAL VASE

14 oz. Soy Paraffin Wax Dimensions: 3.9" x 4.5" Burn Time: 60 Hours 100% Cotton Wick Case Pack: 6 pc.





Serene Woods fragrance is available in Olive ceramic vessels.



### VINTAGE URN

24 oz. Soy Paraffin Wax Dimensions: 5.3" x 5.3" Burn Time: 60 Hours Two 100% Cotton Wicks Case Pack: 6 pc.



# FLEUR DE LIS BASIN

30 oz. Soy Paraffin Wax Dimensions: 7.5" x 7.5" x 3.2" Burn Time: 50 Hours Four 100% Cotton Wicks Case Pack: 6 pc.

#### SUGARED CITRUS



Sugared Citrus fragrance is available in Citrine ceramic vessels.

#### WARM VANILLA



Warm Vanilla fragrance is available in Ivory ceramic vessels.

#### WHITE FLOWER



White Flower fragrance is available in Sky ceramic vessels.



# HERITAGE COLLECTION







Heritage Holiday Vessel is available in Christmas Day fragrance only. White wax in ceramic only.



Festive vessel with holiday fragrance.



# HOLIDAY VESSEL

22 oz. Soy Paraffin Wax Dimensions: 7.5" x 3.8" x 3.9"

Burn Time: 55 Hours Two 100% Cotton Wicks

Case Pack: 6 pc.

# REPURPOSE

A wonderful feature of the our candle vessels is that they repurpose beautifully. After the candle has been consumed simply remove the candlewick and wash the ceramic and glass pieces with mild soap and water. Get creative and think of all the different ways you can reuse these beautiful pieces in your home or office.



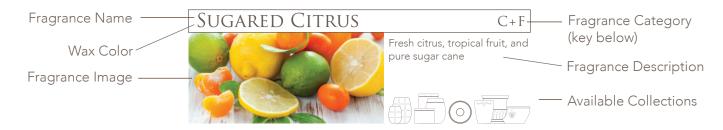




# FR AGR ANCES

Smell is one of our most powerful senses. The scent of a certain fragrance can signal a feeling, trigger a memory, or set a mood. Candle Warmers Etc. candles do just that. Our fragrances will evoke nostalgic memories of times past, transport you to places you dream of visiting, or simply fill your space with just the right fragrance, creating the perfect mood.

### FRAGRANCE LEGEND



# NEW FALL FRAGRANCES

Introducing four new captivating fragrances for fall.









# FRAGRANCES



# FRAGRANCES



F+F

Elegant blend of cherry blossoms and white cashmere









Festive combination of spicy cinnamon, clove, nutmeg, and fresh juniper







# Cinnamon Sticks



Spicy cinnamon stick with a hint of warm nutmed









C+F: S+S



A rich blend of coconut cream, island fruits and blossoms with a hint of sweet musk







# Cranberry Spice

G+S: S



Tart cranberries, ground cinnamon, and a pinch of sugar







# ESCAPE TO PARADISE



Sea salted driftwood, warm sands, windswept grasses, and a hint of sugared papaya







# FALLING SNOW

G+H; S; W



Snow freshly fallen on pine boughs, crisp mint, earthy patchouli, and sandalwood









Crackling wood-burning fireplace infused with notes of sugared cinnamon







# FRESH LINEN

F+F

Fresh, fluffy towels warm from the dryer







# FROSTED CAKE

G+S



Decadent white cake layered with sweet, rich vanilla buttercream







# Ginger Peach Tea



Refreshing blend of ripe peach, fresh ginger, and black tea







# HOME FOR CHRISTMAS

S: W



Quintessential Christmas: holly berries, earthy fir and cedar wood, and vanilla







C+F - CITRUS + FRUIT

F+F - FLORAL + FRESH

G+H - GREEN + HERBAL G+S - GOURMAND + SPICE

S+S - SEA + SAND

S - SEASONAL

W - Woods

# FRAGRANCES

# HOT APPLE PIE

# C+F; G+S; S



Hot from the oven apple pie with tart apples and a flaky, buttery crust







# LAVENDER VANILLA

# G+H: G+S







# Lemon Sugar

C+F

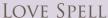


Fresh lemon, coarse white sugar, and soft cashmere wood









C+F: F+F



Playful blend of lush blossoms and sweet peaches







# Macintosh Apple

C+F



Fresh, juicy, red Macintosh apples







# Maple Buttered Rum



Rich buttery rum, sweet maple syrup, cinnamon sticks, and a wedge of lemon











Tranquil water, warm sand, and tropical flowers









Fresh, juicy pineapple paired with bold fresh-cut cilantro









Delicate pink rose, spring lily, and island orchid with highlights of fresh greens









Fresh pumpkin, sweet vanilla cream, cinnamon, clove, and ginger







F+F; S+S

# SANTA'S COOKIES

G+S: S



Fresh from the oven sugar cookie topped with rich vanilla icing



S+S-SEA+SAND







SEA SPA

Dew-misted clover, tranquil ocean water, and lemon zest







C+F - CITRUS + FRUIT

F+F - FLORAL + FRESH

G+H - GREEN + HERBAL S - SEASONAL

G+S - GOURMAND + SPICE W - Woods

# FRAGRANCES

# SERENE WOODS

S; W



Blonde woods, weathering pine, a hint of spice, and lime zest





G+S; S

Bold notes of fresh fall apples, cinnamon, and clove







# SPICED WASSAIL



Sicilian red orange, clove, cinnamon stick, and a touch of vanilla







# SUGARED CITRUS

C+F



Fresh citrus, tropical fruit, and pure sugar cane









Wild tropical fruits and freshly cracked coconut









G+S









# Vanilla Cinnamon



Pure vanilla bean, sweet cinnamon, and a touch of sugar







# Vanilla Pear

C+F; G+S



Anjou pears and French vanilla cream







# Warm Cinnamon Buns



Fresh from the oven cinnamon buns smothered with sweet buttercream frosting







# Warm Vanilla

G+S



Delicate notes of warm vanilla and sweet sugar







# WHITE FLOWER

F+F; G+H



Fresh-cut lily of the valley and magnolia paired with soft sandalwood and white amber



# Woodland Pine



Fresh pine, cassis, and tonka with vine-ripened blackberry highlights







C+F - CITRUS + FRUIT

F+F - FLORAL + FRESH

G+H - GREEN + HERBAL

G+S - GOURMAND + SPICE

S+S - SEA + SAND

S - SEASONAL

W - WOODS

# FRAGRANCE CHART

| <b>EXAMPLE:</b> 16 oz. Candle + Sea Spa = CMD1 |     |       |      |         |         |         |        |         |         |         | Rest Or Const |
|--|-----|-------|------|---------|---------|---------|--------|---------|---------|---------|---------------|
| 2 oz. Wax Melt + Love Spell = 75               |     | 7•••s | 7••• | CSM1••• | CMD1••• | CLG1••• | CT1••• | HRV1••• | HVU1••• | HFB1••• | HHV1•••       |
| AFTER THE RAIN                                 | 255 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| BALSAM FIR                                     | 340 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| CHERRY BLOSSOM                                 | 165 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| CHRISTMAS DAY                                  | 180 | •     | •    | •       | •       | •       | •      |         |         |         | •             |
| CINNAMON STICKS  COCONUT WHITE SANDS           | 220 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| CRANBERRY SPICE                                | 250 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| ESCAPE TO PARADISE                             | 280 | •     | •    | •       |         | •       | •      |         |         |         |               |
| FALLING SNOW                                   | 320 |       |      |         | •       | _       |        |         |         |         |               |
| FIRESIDE                                       | 975 | •     | •    | •       | •       | •       | •      |         |         |         |               |
|  | 350 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| FRENCH CURRANT FRESH LINEN                     | 795 | •     | •    | •       | •       | •       | •      |         |         |         |               |
|  | 360 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| FROSTED CAKE                                   | 140 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| GINGER PEACH TEA                               | 361 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| HOME FOR CHRISTMAS                             | 965 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| HOT APPLE PIE                                  | 460 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| LAVENDER VANILLA                               | 505 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| LEMON SUGAR                                    | 515 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| LEMON VERBENA                                  | 525 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| LOVE SPELL                                     | 530 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| MACINTOSH APPLE                                | 540 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| Maple Buttered Rum                             | 470 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| OCEAN TIDE                                     | 480 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| Pepperberry Wreath                             | 690 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| Pineapple Cilantro                             | 700 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| PINK PETALS                                    | 720 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| Pumpkin Cider Donut                            | 730 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| Pumpkin Spice                                  | 740 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| Santa's Cookies                                | 758 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| SEA SPA  | 760 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| Serene Woods                                   | 780 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| SPICED APPLE                                   | 040 | •     | •    | •       | •       | •       | •      | •       | •       | •       |               |
| SPICED WASSAIL                                 | 962 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| Sugared Citrus                                 | 240 | •     | •    | •       | •       | •       | •      | •       | •       | •       |               |
| Tahitian Sunrise                               | 490 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| Vanilla Bean                                   | 885 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| Vanilla Cinnamon                               | 900 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| Vanilla Pear                                   | 950 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| Warm Cinnamon Buns                             | 205 | •     | •    | •       | •       | •       | •      |         |         |         |               |
| Warm Vanilla                                   | 960 | •     | •    | •       | •       | •       | •      | •       | •       | •       |               |
| WHITE FLOWER                                   | 520 | •     | •    | •       | •       | •       | •      | •       | •       | •       |               |
| Woodland Pine                                  | 980 | •     | •    | •       | •       | •       | •      |         |         |         |               |



# Merchandising

# FOR YOUR STORE

Here are ways to display and merchandise Candle Warmers Etc. products in your store, links to demo videos, and some ideas and helpful hints to increase sales of Candle Warmers Etc. products.

# WHY YOUR CUSTOMERS SHOULD BUY A CANDLE WARMER:

- "No Smoke, No Soot, No Flame"
- Candle Warmers Etc. lamps quickly melt candles, creating a larger melt pool. This releases a cleaner, stronger fragrance that lasts up to twice as long, compared to burning a candle.
- Candle Warmers Etc. lamps and lanterns give the look and feel of a burning candle without the dangers of an open flame.
- Candle Warmers Etc. eliminate soot damage to walls and ceilings.
- Candle Warmers Etc. lamp and lantern warming bulbs melt the top of your favorite scented candle releasing the candle's fragrance.
- Warming a candle is the cleanest way to enjoy a candle as only the fragrance is released into the air.

# **DEMO VIDEOS**

Below are links to our videos introducing Candle Warmers Etc. and our Candle Warmer Lamps and Lanterns. These videos are great for educating both your store staff and customers about Candle Warmers Etc. products. You can also find these on our website and YouTube page.











Candle Aire® Fan Fragrance Warmer Video Length – 1:00

You

Tube www.youtube.com/candlewarmersetc



# PRODUCT & VIDEO DISPLAYS

New product and video displays help customers visualize and instantly understand how easy it is to use a Candle Warmer Lamp or Candle Aire<sup>®</sup> in their home.

# LAMP DISPLAY Product Information Dimensions - W 18" x D 8" x H 13.4"

# LAMP VIDEO DISPLAY Product Information Dimensions - W 18" x D 8" x H 13.4"



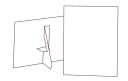


# Candle Aire® Video Display

**Product Information** 

Dimensions - W 18" x D 8" x H 13.4"





# SHELF TALKERS

Easel back shelf talkers are a great way to help display Candle Warmers Etc. products. These eye-catching shelf talkers show the features and benefits of each of our products. There is an easel back shelf talker for each of our different product categories.

#### **Product Information**

Dimensions - 8.25" x 4.75"

# Lamp & Lantern Shelf Talker



**FYSI MP** 

# Heritage Collection Shelf Talker



**FYSHER** 

# Fragrance Warmer Shelf Talker



**FYSFRW** 

### Candle Aire® Shelf Talker



**FYSAIR** 

# STATIC CLINGS

Place static cling stickers in store windows to show consumers where Candle Warmers Etc. products are sold.

#### **Product Information**

Dimensions - 8.25" x 4.75"



PRODUCT SOLD HERE

**FYSSCL** 



**FYSSCF** 

# DISPLAYS

Product displays and display kits are a great way to get started to display a variety of Candle Warmers Etc. products and accessories. (Free displays cannot be combined with any other offers or promotions).



# NP5 BULB DISPLAY

Each NP5 Bulb Display includes: 12 NP5 Bulbs 2 Display Trays (with 6 NP5 bulbs each)

#### Product Information

Dimensions - W 4.1" x D 8.5" x H 6.0" Master Pack Quantity - 12 pc.



# NP7 OR NP9 BULB DISPLAY

Each NP7 or NP9 Bulb Display includes: 12 NP7 or NP9 Bulbs 2 Display Trays (with 6 bulbs each)

#### Product Information

Dimensions - W 4.1"  $\times$  D 8.5"  $\times$  H 6.0" Master Pack Quantity - 12 pc.





PDQNP7

PDQNP9



# PLUG-IN DISPLAY RACK

Showcase six Plug-ins with this display. Can be plugged in to show the Plug-ins lit.



Dimensions - W 14.5" x D 7" x H 20"



# SINGLE PLUG-IN DISPLAY

Showcase a Plug-in with the Single Plug-in Display. Cannot be plugged in to an outlet.

#### Product Information

Dimensions - W 4.3" x D 4.6" x H 8.0"







**FYSSPN** 

# WAX MELT DISPLAY

Shows 2 or 4 oz. Wax Melts on a shelf or countertop. Each tray holds 12 Wax Melts.

### **Product Information**

2 oz. Wax Melt Display Dimensions - W 3.3" x D 10.3" x H 4.4"

4 oz. Wax Melt Display
Dimensions - W 4.5" x D 10.3" x H 6.0"



2oz. Melts | PDQ2Z

4oz. Melts | PDQ01



# CANDLE AIRE® TIN DISPLAY

Shows Candle Aire Tins on a shelf or countertop. Each Candle Aire® Tin Display includes 2 display trays that hold 6 Candle Aire Tins each.

#### **Product Information**

Candle Aire Tins Display
Dimensions - W 3.3" x D 10.3" x H 4.4"



**PDQTIN** 



# WIRE WAX MELT/PLUG-IN DISPLAY

Display holds 128 2 oz. Candle Warmers Etc. Wax Melts or 32 2 oz. Wax Melts and 18 Plugin Warmers when used as the Plug-in option. Great impulse buy display near the cash register.

# Product Information

Dimensions - W 12.3" x D 10.0" x H 29.5" (with Plug-ins) - W 12.3" x D 13.3" x H 29.5"





Plug-ins can be added to the display. Plug-ins not included.

**FYSWWD** 



# ORIGINAL WARMER DISPLAY

Each Original Warmer Display includes two display trays with six 02 Plate Warmers in each tray.

# Product Information

Dimensions - W 6.9" x D 8.6" x H 10.5" Master Pack Quantity - 12 pc.



CARDBOARD POP DISPLAYS Display a variety of wax and candle warmer products.



# 8-SLOT

| Products                       | Qty |
|--------------------------------|-----|
| Illumination Fragrance Warmers | 8   |
| Plug-in Fragrance Warmers      | 9   |
| 2 oz. Wax Melts                | 48  |

#### Product Information

Dimensions - W 15.0" x D 19.5" x H 59.0"

# 10-SLOT

| Products                       | Qty |
|--------------------------------|-----|
| Illumination Fragrance Warmers | 12  |
| Plug-in Fragrance Warmers      | 12  |
| 2 oz. Wax Melts                | 48  |

# **Product Information**

Dimensions - W 19.8" x D 19.5" x H 65.0"



CD03 CD02

# Merchandising

# HUTCH PROGRAM

Our Hutch Program is a great way to display and sell Candle Warmers Etc. products. With adjustable shelving and storage space below, there is plenty of flexibility to display a variety of product offerings.

# **Product Information**

Dimensions - W 48" x D 24" x H 86"



Below is a selection of what \$3100 worth of product can look like. Mix, match, and create the product assortment that best suits your needs.

| Products                       | Qty |
|--------------------------------|-----|
| Aurora Candle Warmer Lamps     | 30  |
| Candle Warmer Lanterns         | 18  |
| Illumination Fragrance Warmers | 36  |
| Plug-in Fragrance Warmers      | 84  |
| Ceramic Candle Warmer & Dish   | 12  |
| NP5 Replacement Bulbs          | 12  |
| 16 oz. Candles                 | 36  |
| 2 oz. Wax Melts                | 552 |

HUT01

(Hutch only, product ordered separately)



This hutch shows a wax product option.

# MERCHANDISING TIPS

#### Demos

- Display lamps or lanterns in high traffic areas, such as near a cash register, gift wrapping area, or prominent displays.
- If possible, have a lamp or lantern turned on with a candle underneath, to better demonstrate how to use the product.
- Products in use will add ambiance to your store with fragrance and light.

# Settings

- Use a variety of product in displays and special settings. Products can be turned on or simply placed in settings.
- Display candle warmers and candles in settings that would be realistic to a home.

#### Displays

- Arrange product on shelves, hutches, etc. to look inviting and visually appealing.
- A product or two out of the box will help to demonstrate usage.
- Add other décor elements to your displays to create focal points within the display.
- Use textures and varying heights to create interest and visual appeal within your displays.
- Incorporate product displays (pgs. 54-58) into shelves, product tables, and other displays to demonstrate products and encourage impulse buys.



Special thanks to Secret Haven, Fruit Heights, UT

# Merchandising

# POLICIES GENERAL & SHIPPING

### **GENERAL POLICIES**

#### Pricing

- Candle Warmers Etc. prices are subject to change without prior notice and all orders shall be invoiced at the prevailing prices at the time of shipment.
- Free displays cannot be combined with any other discounts or promotions.

#### **Orders**

- Orders can be placed at <u>candlewarmers.com</u> by phone at 800-262-2305 or fax at 801-335-3230 Monday through Friday between 8:00 am and 5:00 pm Mountain Time.
- All partial master pack back orders will be cancelled. A partial master pack is anything less than master pack quantities.
- All re-orders have a \$100 minimum (exception Replacement Bulbs).

# New Customers/Opening Orders

- All new customers' opening orders are a guaranteed sale for 90 days.
- All opening orders have a \$300 minimum.

#### Minimum Orders

• Master pack quantities are required for all orders and the minimum order quantity (MOQ) per product is two units. You may mix colors/designs of like product to meet master pack quantity, but must meet the product MOQ.

# Payment and Payment Terms

• All new accounts are strictly prepaid by credit card. Customers may apply for terms after the initial order has been placed and paid.

#### SHIPPING POLICIES

- We normally ship orders within 3-5 days of receipt. We strive to keep a full selection of stock available at all times for immediate shipment.
- Expedited shipping is available. Please contact Customer Service for details.
- All orders are shipped by FedEx from Woods Cross, UT.

# Freight Allowance

• To qualify for Freight Allowance, invoices must be paid in full and within terms. The Freight Allowance is available for single shipments to single resale locations within the contiguous 48 United States. Freight Allowance applies to the entire line and cannot exceed actual freight charges. The Freight Allowance cannot be combined with any other promotion or discount. The Freight Allowance program may be discontinued at any time at the sole discretion of Candle Warmers Etc.

Merchandise Amount: Freight Allowance:

Over \$700 5% of merchandise amount 3350 - \$699 3% of merchandise amount

#### Refund/Return Policies

- No returns will be accepted without a valid return authorization number.
- There is a restocking fee of 15% plus freight on all returns.

For a full list of all our policies, please visit our web site at: www.candlewarmers.com.

# SHOWROOMS AND SALES REPS

# Canadian Distributor– Board 'N Batten

CGTA Show Toronto Congress Centre Booth 8351 1.519.512.2435 www.boardnbatten.com

# DOUG THORSON SALES

Minneapolis Gift Mart Room 355 1.800.726.8979 www.dougthorsonsales.com IL, IA, KS, MN, MO, ND, NE, SD, WI

# BRENT CARTER

Regional Sales Manager Mountain States

Denver Gift Mart, Booth #432 Suite 1229 1.801.425.8096 brent@candlewarmers.com CO, NM, MT, WY

# CINDY MITCHELL

Regional Sales Manager Northwest

Las Vegas Market – Booth C10 -120 Seattle Gift Show – Booth 1512 1.801.628.3411 cindy@candlewarmers.com AK, ID, OR, UT, WA

# Julie Griffin

Regional Sales Manager Southwest

Las Vegas Market Booth C10 - 120 1.805.300.5173 julie@candlewarmers.com AZ, CA, HI, NV

# CLIFF PRICE TOO

Dallas Trade Mart
Suite 1810
1.214.747.2800
www.cliffpricetoo.com
AR, LA, OK, TX
\*Formerly known as Bartke & Associates, Inc.

# LINK 2 SALES

Atlanta Gift Mart Building 2, Suite 1600 and Building 3, Temp Booth 2507 1.866.303.5465 www.link2sales.com AL, FL, GA, KY, MS, NC, SC, TN

# CAROLYN THIEL

Regional Sales Manager Northeast 1.860.633.4380 carolynt@candlewarmers.com CT, MA, ME, NH, NY, PA, RI, VT

# **IOHN LAMBERT**

Regional Sales Manager Great Lakes

Columbus Marketplace Booth 604 & 606 1.513.509.1603 1.888.718.6821 (fax) john@candlewarmers.com IN, OH, MI

# MARGOT FORTHOFER

Regional Sales Manager Mid Atlantic 1.413.537.0840 margot@candlewarmers.com DE, NJ, MD, VA, WV

If your state is not listed under one of our representatives, please contact us at 1.800.262.2305



