

INTRODUCING

candle essence

BY THE AMAZING FLAMELESS CANDLE

flameless candles with interchangeable fragrance
and realistic flickering flame



flamelesscandles.com



INTRODUCING
candlessence

BY THE AMAZING FLAMELESS CANDLE

Seamlessly combining the essence of traditional wax candles with modern convenience. Each candle is meticulously and individually crafted with a realistic simulated flame and rich, room-filling fragrance, each without the risk of smoke, open flames or hot wax. Unlike any other flameless candle, Candlessence allows you to not only enjoy a beautifully scented candle, but change its fragrance with the season or whenever you prefer, making these candles a year-round staple in your home or an amazing gift idea. Candlessence captures the experience of traditional candles, but with all the conveniences including:

Interchangeable fragrance cartridge (lasts 30 days ea.)

Internal fragrance fan to fill the room with aroma

Realistic simulated flame looks like a real candle

Automatic 5-hour daily timer

Up to 500 hours of battery life (2 D batteries, not incl.)

Remote compatible (not incl.)

No risk of smoke, fire or hot wax

Full 360-degree view of the candle flame

about the company

The Amazing Flameless Candle has developed industry-leading, design-centric flameless candles with successful programs in retailers throughout the United States and Canada, satisfying customers across the world. Consistently focused on home decor trends, the company has evolved its product line to adapt to new styles, colors and textures. Candlessence is the latest in a long line of candlelight innovations and a true breakthrough in the category.

THE AMAZING
FLAMELESS
CANDLE



a 3.5 x 5" Smooth Ivory

120001-00
PRICE: \$20.00
MSRP: \$39.99



b 3.5 x 7" Smooth Ivory

120002-00
PRICE: \$22.50
MSRP: \$44.99



c 3.5 x 9" Smooth Ivory

120002-00
PRICE: \$25.00
MSRP: \$49.99



frequently asked questions

What is an “interchangeable fragrance?”

Flameless candles are not a “burn it and toss it” purchase. They last for years. But what happens when the fragrance of that candle has fully dissipated or you just don’t care for it any longer? You certainly don’t want to throw the candle away. Now you don’t have to! Candlessence allows you to simply replace a small, gel-based cartridge within the battery compartment of the candle and you refresh your environment with room-filling fragrance.

For retailers, this provides an opportunity to capitalize on repeat sales beyond the initial purchase, something that has never been previously available for flameless candles!

How does the fragrance fill the room?

Nearly all candles – flameless or traditional – have some fragrance or scent embedded in the wax. For traditional candles, the fragrance dissipates into the room when the candle is lit and the heat causes the wax to melt and release the scent. For most flameless candles, that fragrance never gets released as there is no heating or diffusing element. Candlessence is truly unique in that within the candle is small, quiet motorized fan that lifts the scent off of the fragrance cartridge and actively blows it up through the hole in the top of the candle in order to fill the room with the scent. And unlike a burning candle, it does so without smoke, hot wax or risk of fire.

How strong is the aroma?

Candlessence fragrance cartridges are designed to put off a more subtle aroma than a traditional candle. There is no heating element within candle, so it features a “cool release” of aroma, which is naturally softer than what you are used to, but it is lasting aroma and can be deeper if you combine multiple candles together.

How long does the fragrance cartridge last?

Each cartridge is designed to last approximately 30 days. This allows users enough time to enjoy a home filling fragrance while also changing the scent seasonally.

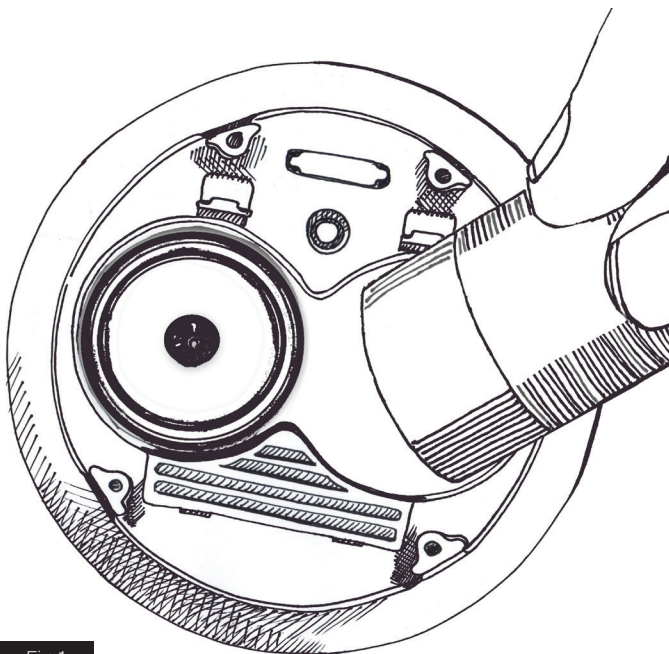


Fig. 1

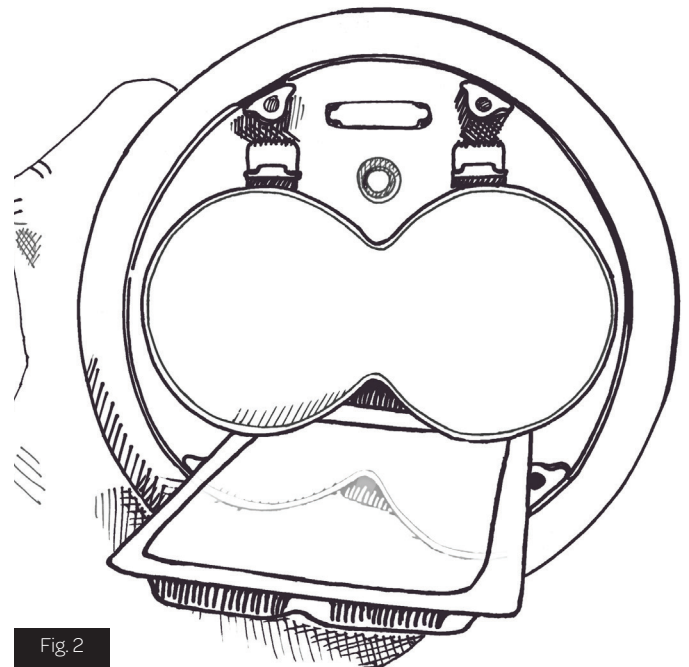


Fig. 2

Each candle requires two (2) D batteries that are easily inserted into the base. Using only the simulated flame, the candle will last for up to 500 hours of continuous use. When also using the fragrance fan, the battery will last up to 300 hours. Unlike all other flameless candles, as the battery loses power, the candle light stays bright.

Open the fragrance chamber to slide in a fragrance cartridge, an gel-based polymer. Available in twelve unique fragrance varieties, each cartridge will last up to 30 days of daily use. The internal fan, when turned on, will draw the fragrance off the cartridge and blow it out the top of the candle, filling the room with rich aromas.



What are the technology details?

Consumers of the product are presented with the ultimate series of options with Candlessence. They can turn the candle on and off with a switch on the bottom, or using the remote. Separately, they can turn the fragrance fan on and off. And they can put either the candle light or the candle light with fragrance on an automatic 5 hour daily timer. Each candle requires two (2) D size batteries which will last up to 500 hours when using the simulated flame and up to 300 hours when adding the fragrance diffuser. Batteries and remote control are sold separately.

How does the candle compare with others?

We like to believe that there are no peers to Candlessence! Truly, no other flameless candle offers as complete a candle experience as what we have created in this unique, market-changing product.

Flameless candles offering a simulated flame are becoming a commodity similar to traditional LED candles. While there are patents protecting a couple of these designs, there are many ways to create products with similar appeal. Candlessence does just that and includes our own patent pending technology for both the flame and fragrance diffusion.

When will first shipments be available?

Orders placed before the end of January 2016 will be available to ship in May 2016.

Are other designs and fragrances available?

For major accounts, we are focusing initially on the traditional best seller of smooth ivory with the ten fragrances listed. Going into 2017, we will make available additional styles and colors of wax candles that we see perform well in the gift and independent channels. We also expect to add four to six new fragrances seasonally, while likely retiring under performing flavors.

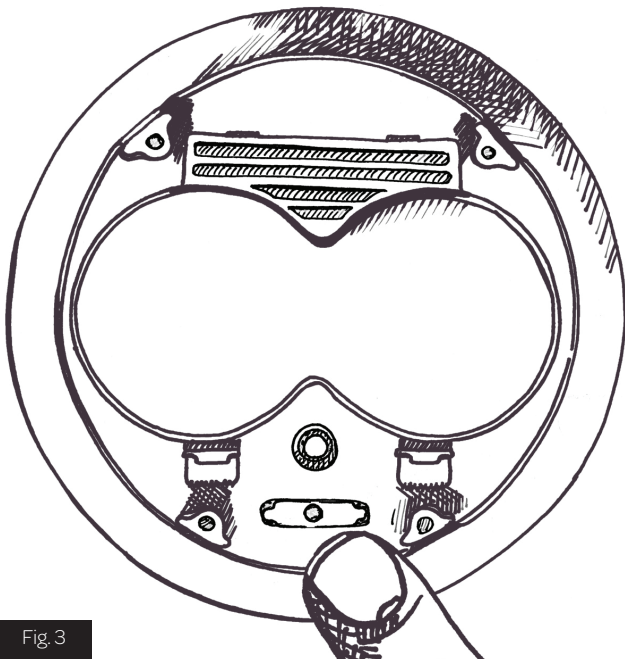


Fig. 3

The bottom of the candle features two different control options. The first is a 3-part switch allowing easy adjusting to turn the candle off, the candle light on only, or turning on both the light and aroma. The additional button allows the user to activate the daily 5-hour timer for whichever setting the 3-way switch is on.

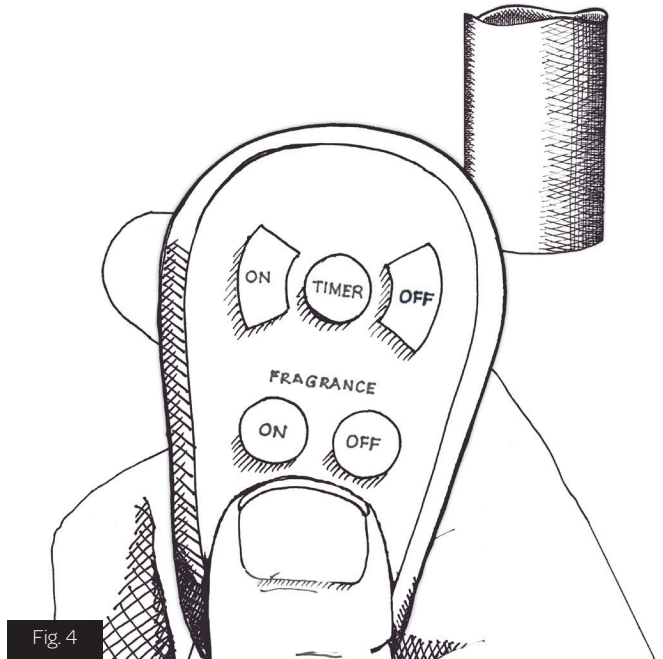


Fig. 4

For added convenience, the universal remote allows users to control multiple candles from a distance, repeating the same controls as the bottom of the candle, but from a sleek and ergonomic remote. To use the remote, simply turn the candle into one of the 'on' positions at the bottom of the candle.



artisan collection

Designed exclusively for Candlessence by our master candle artisans, the aptly named Artisan Collection seamlessly blends an old world style with sophisticated luxury. Each candle is individually crafted and hand poured to create the unique, truly one of a kind texture that is smooth to the touch, but remarkably intricate. This design collection is only being made available to independent retailers. Order them in case packs of four (4) pieces each, or as part of the Candlessence Starter Kit (see page 11).



3.5 x 5" Ivory
120006-00

PRICE: \$22.50 / MSRP: \$44.99



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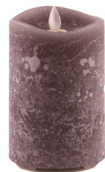


3.5 x 5" Honey
120021-00

PRICE: \$22.50 / MSRP: \$44.99



814596022014



3.5 x 5" Charcoal
120011-00

PRICE: \$22.50 / MSRP: \$44.99



814596021918



3.5 x 5" Harbor
120016-00

PRICE: \$22.50 / MSRP: \$44.99



814596021963



3.5 x 5" Berry
120026-00

PRICE: \$22.50 / MSRP: \$44.99



814596022069



3.5 x 7" Ivory
120007-00

PRICE: \$25.00 / MSRP: \$49.99



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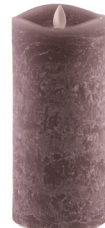


3.5 x 7" Honey
120022-00

PRICE: \$25.00 / MSRP: \$49.99



814596022021



3.5 x 7" Charcoal
120012-00

PRICE: \$25.00 / MSRP: \$49.99



814596021925



3.5 x 7" Harbor
120017-00

PRICE: \$25.00 / MSRP: \$49.99



814596021970



3.5 x 7" Berry
120027-00

PRICE: \$25.00 / MSRP: \$49.99



814596022076



3.5 x 9" Ivory
120008-00

PRICE: \$27.50 / MSRP: \$54.99



814596021888

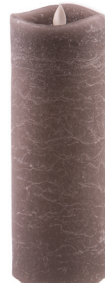


3.5 x 9" Honey
120023-00

PRICE: \$27.50 / MSRP: \$54.99



814596022038



3.5 x 9" Charcoal
120013-00

PRICE: \$27.50 / MSRP: \$54.99



814596021932



3.5 x 9" Harbor
120018-00

PRICE: \$27.50 / MSRP: \$54.99



814596021987



3.5 x 9" Berry
120028-00

PRICE: \$27.50 / MSRP: \$54.99



814596022083

design collection



a 3.5 x 5" Birch Bark

120041-00
PRICE: \$25.00
MSRP: \$49.99



814596022212

b 3.5 x 7" Birch Bark

120042-00
PRICE: \$27.50
MSRP: \$54.99



814596022229

c 3.5 x 9" Birch Bark

120043-00
PRICE: \$30.00
MSRP: \$59.99



814596022236



d 3.5 x 5" Gold Metallic
120031-00
PRICE: \$25.00
MSRP: \$49.99



e 3.5 x 7" Gold Metallic
120032-00
PRICE: \$27.50
MSRP: \$54.99



f 3.5 x 9" Gold Metallic
120033-00
PRICE: \$30.00
MSRP: \$59.99



gg 3.5 x 5" Silver Metallic
120036-00
PRICE: \$25.00
MSRP: \$49.99



h 3.5 x 7" Silver Metallic
120037-00
PRICE: \$27.50
MSRP: \$54.99



3.5 x 9" Silver Metallic
120038-00
PRICE: \$30.00
MSRP: \$59.99
not pictured





fragrance cartridges

sold in case packs of 12 with each package containing 2 cartridges



Lavender
122001-00



814596022267



Lemongrass
122002-00



814596022274



Sandalwood
122003-00



814596022281



Eucalyptus
122004-00



814596022298



French Vanilla
122005-00



814596022304



Sage & Citrus
122006-00



814596022311



Ocean Breeze
122007-00



814596022328



Fresh Linen
122008-00



814596022335



Pumpkin Spice
122009-00



814596022342



Gingerbread
122010-00



814596022359



Apple Cinnamon
122011-00



814596022366



Winterberry
122012-00



814596022373



“Try Me” Merchandising Kit 124003-00
PRICE: \$30.00



Showcase the beauty of the candle, the quality of the fragrance and convenience of the remote in this all-inclusive “try me” kit. Includes one 5” ivory artisan candle, one universal remote, two D-size batteries and the display stand with full-color backdrop.

SOLD INDIVIDUALLY, OR AS PART OF THE STARTER KIT



Universal Remote 124001-00
PRICE: \$5.00 / MSRP: \$9.99



Control each of your Candlessence candles at the same time from the touch of a button. Turn each candle on and off, activate the internal fragrance fan and set the candle on a 5-hour daily timer so that it comes back on every day at the same time.

SOLD IN CASE PACKS OF 12 REMOTES



Countertop Display Unit 124002-00
PRICE: \$75.00



Enhance the presentation of your Candlessence fragrance cartridges and remotes with this sophisticated countertop fixture, featuring 18 pegs and holding 54 total packages. Invest in the opening order value bundle and get your display unit for free!

SHIPS FLAT; REQUIRES ASSEMBLY

Fragrance Starter Kit 125002-00
PRICE: \$315.00



Stock up on four of your favorite fragrances and the Countertop Display Unit to properly merchandise them, and we will send you a case of remotes absolutely free! **A SAVINGS OF \$60.00!**

Your sales representative must write your fragrance selections in the notes section of the sales order.

BEST VALUE!

Candlessence Starter Package

125001-00

PRICE: \$1,400.00

SAVE AT LEAST \$150.00!



Start the right way with Candlessence in your store and make it easy in the process, including all of our merchandising fixtures and prepaid freight! Your first order will include all the following items:

- 8 - 3.5 x 5” Ivory Artisan
- 8 - 3.5 x 7” Ivory Artisan
- 1 - 3.5 x 9” Ivory Artisan
- 4 - 3.5 x 5” Honey Artisan
- 4 - 3.5 x 7” Honey Artisan
- 1 - 3.5 x 9” Honey Artisan
- 2 - 3.5 x 5” Gold Metallic
- 2 - 3.5 x 7” Gold Metallic
- 1 - 3.5 x 9” Gold Metallic
- 2 - 3.5 x 5” Birch Bark
- 2 - 3.5 x 7” Birch Bark
- 1 - 3.5 x 9” Birch Bark
- 12 - Lavender Fragrance
- 12 - Sandalwood Fragrance
- 12 - Sage & Citrus Fragrance
- 12 - French Vanilla Fragrance
- 12 - Universal Remote
- 1 - Countertop Display
- 1 - “Try Me” Merchandising Kit
- 1 - Prepaid Freight (up to \$200)

If you don't like the fragrances we have chosen, we will customize them for you. Just tell your sales representative to write your selections in the notes section of the sales order. Candle size, styles and colors can not be substituted.



NATURALLY FLICKERING
SIMULATED FLAME

ROOM-FILLING AROMA
WITH INTERCHANGEABLE
FRAGRANCE CARTRIDGE

INDIVIDUALLY CRAFTED, REAL
WAX FLAMELESS CANDLE

candlessence

BY THE AMAZING FLAMELESS CANDLE

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Warehouse:
1100 E Del Amo Blvd
Carson, CA 90746

Showroom:
AmericasMart
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