

Candles of New Zealand

**HANDCRAFTED CANDLES, WAX LANTERNS & SCENTED MELTS.
PROUDLY MADE IN NEW ZEALAND**



Product Catalogue Autumn 2010 – Version 1.0

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Kia ora and welcome to Candles of New Zealand. We're proud to be a family owned and operated candle manufacturing and wholesaling business, based in the Bay of Plenty, New Zealand.

This catalogue has been created to provide you with easily accessible information on us – as people, our company, our philosophy and more importantly our range of New Zealand made handcrafted candles.

At Candles of New Zealand we are infectiously passionate about our craft and the diversity of our range, and also have a shared love of the gift industry and interior design. All our candles are of the highest quality, visually stunning and **long burning, individually created and carefully handcrafted**, using timeless methods, beautiful colours and exquisite fragrances. We are proud to be **100% New Zealand owned/operated** and all our candles are totally **New Zealand made**.

The average Candles of New Zealand candle, individually handcrafted and finished, takes approx 20 hours to create, but thankfully burns for a lot longer!

Our range is based on the candles that we believe best suit today's market and is evolved in consultation with our customers and in relation to interior trends. We believe candles should be respectful to their heritage, but focussed on moving the craft and industry forward, while celebrating the modern day **diversity of candles and candle uses**.

Candles of New Zealand – Enlightened!



Candles have been used for centuries, initially for light, but now increasingly for the introduction of colour, fragrance, decoration, aromatherapy, spirituality and ambience.

Candles also make **wonderful and personal gifts** and we now estimate that half of our candles are purchased as a gift for someone special.

Our variation of stockists highlights this diversity, ranging from candle boutiques, gift, homewares and DIY retailers, pharmacies, florists, websites, garden centres, event/wedding organisers and planners to tourist outlets. Each stockist carries a different and ever evolving selection of our collection, which best fits their location, vision, environment and consumer base.

We see every customer as a **key extension of the Candles of New Zealand brand/product channel** and do our best to work closely with them to reflect this, using their feedback to extend and improve our range.

We are also firm believers that only **mutually beneficial relationships work** and stand the test of time, both personally and in the business world. Customer service is therefore a key ingredient of our offer and we strive to create and maintain a very high standard.





The Candles of New Zealand product range is growing and evolving.

We make **decorative candles** – stunning Ice Palm Pyramids, Classic Pillars, 3-Wick Pillars and structured Columns. **Practical and functional** Candles – such as our Chef’s Candles, Decongestion Candle & Rub and our New Zealand Travel Candles. We make **Traditional Candles** as well as innovative and **modern Candles**. We create Candles that take their inspiration from our backyard here in New Zealand that are taken all over the world, as well as being inspired by the aromas from around the world, like our Gardens of Europe Gift Box. We have **unique collections**, such as our Wax Lanterns created by Cheryl G, our Enlightened Aromatherapy Candles and our range of everyday New Zealand made Candles (Tealights and Votives) which are part of our Harmony Collection. We have **perfect gift Candles**, Celebration Candles, Bereavement Candles, Scented Melts and even Luxury Spa Candles for those in need of some rest and relaxation!

Our products are **created using our own original recipes**, to order, to ensure they reach you in the best possible condition. Candles are made with natural wicks. Our fragrance and colour is blended with the wax to ensure it can be enjoyed right down to the base of the candle. We add as little as possible to our blends keeping the **products as natural and pure as possible** – in some candles the ONLY ingredients are cotton wicks and natural wax!

For **recommended retail prices**, we suggest a minimum multiple of 2.2 – i.e. Net wholesale price x 2.2 = RRP. On some products, in some locations and in certain periods we are confident you can use a larger multiple, but you’ll know when that’s relevant. We use the same RRP in our own store for all our products.

And finally, we even stock a range of basic imported candles and **Candle Accessories** – glass Candle plates, hurricanes and holders, wick trimmers, candle snuffers and a collection of oil burners that perfectly partner our products. There are no minimum orders and special requests are gladly undertaken by arrangement.

We love evolving our range and also enjoy launching new products at the gift fairs, so ensure you watch this space... in the meantime, **enjoy viewing our products!**



ICE TEXTURED NATURAL WAX PYRAMIDS

Produced from a **100% natural** and **sustainable eco friendly palm oil wax**, these candles burn beautifully creating amazing silhouettes, a clean white flame and less soot, all the time releasing their exquisite fragrance, right down to the last drop of wax.

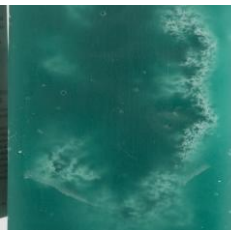
Available in a range of sizes – up to **half a metre high** and a choice of colours and fragrances, there is something to suit all tastes and interiors.



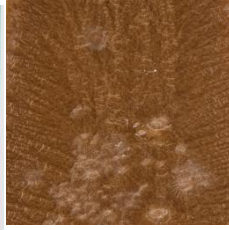
Black
Exotic



Aqua
Seabreeze



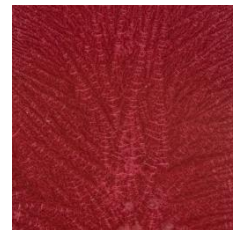
Caramel & Bright Red
Cinnamon



Cream
Vanilla



Red
Pohutukawa



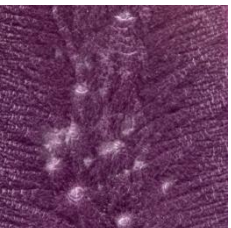
White
Ylang Ylang



Hot Pink
Dewberry



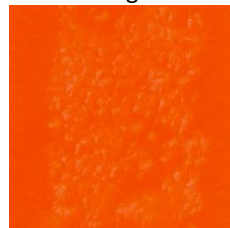
Purple
Lavender



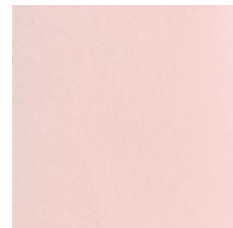
Green
Lemongrass



Orange
Orange



Pink
Rose



Blue
Gardenia

**PIC COMING
SOON**

Please see our order form for sizes and wholesale prices. Colours shown are to be used as a guide only.



SNOWFLAKE NATURAL PILLARS, EGGS, BALLS & FLOATERS

Our Snowflake Natural Wax range has a softer texture with a **slight glisten finish** (hence the name Snowflake) and looks stunning in pale, pastel colours.

When burning, the wax in these candles shimmers in the light of the flame. Although made from a soft and natural wax these candles hold their structure and shape beautifully and eventually burn down to become a lantern glowing from the heart of the candle, making them an ideal candle for using



inside glass holders and hurricanes. **Clean and very long burning**, these candles are a treat!

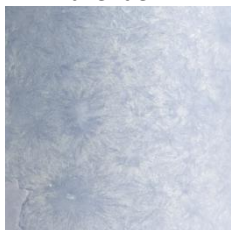


Available in a choice of soft shades with complimentary fragrances, also totally Pure (natural & unscented). There are **Pillars** in a selection of sizes, novel **Eggs & Balls** and even **floating hearts and flowers**. We also have stunning **3-wick Pillars**, available in three sizes that really take centre stage!

Cream
Vanilla



Lilac
Lavender



Aqua
Seabreeze



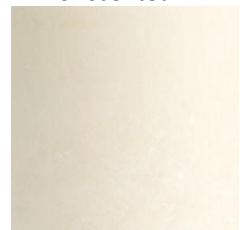
Red
Pohutukawa



Pink
Rose



Natural
Unscented



Please see our order form for sizes and wholesale prices. Colours shown are to be used as a guide only.



TRADITIONAL ANTIQUE PILLARS & COLUMNS

These **traditional antique textured candles** are designed to have a slight frosted finish and are made using timeless methods in **honour of the history of candle making**. Our candles are brought up to date by using the **highest quality ingredients** to produce great structure, long burn times, and stunning colours with lasting fragrance.



We have designed a range of shapes – Pillars and Columns, a variety of sizes and a **wonderful choice of colours**, making a perfect addition to any home and interior style. Our Candles are supplied with our stunning silver swing-tags which have burn times, candle guidelines and the relevant fragrance label.



Please see our order form for sizes and wholesale prices. Colours shown are to be used as a guide only.



INSPIRATION BY CANDLES OF NEW ZEALAND



Being proudly **100% New Zealand owned and operated**, Candles of New Zealand are passionate about their products and also the country in which they work and live. It was this passion, their love for the country – the land, the sea, the wildlife, the flora and fauna, that led them to create this range containing elements of New Zealand that have personally inspired their life

and craft of candle making. These products, **proudly made in New Zealand** and taken to and enjoyed all over the world! Available in a choice of sizes and with 6 New Zealand inspired themes.

Another part of our tourist orientated range are these **iconic kiwiana** columns, made from **100% natural palm wax** and further enhanced with beautiful **paua detail**, including kiwi birds, ferns, koru's and the New Zealand map. Available in two sizes.



If these products are right for your store and customers also see our **New Zealand Travel Candles**, made in study tin containers and made from 100% Natural Soy Wax, further on in the catalogue.

Black Sands
Seabreeze



Dark Green
Ponga Fern



Honey
Manuka Honey



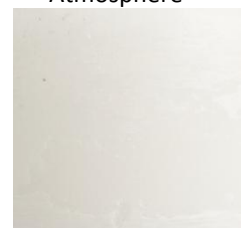
Lime Green
Kiwifruit



Red
Pohutukawa



Long White Cloud
Atmosphere



Please see our order form for sizes and wholesale prices. Colours shown are to be used as a guide only.



CHERLY G COLLECTION BY CANDLES OF NEW ZEALAND



These stunning handcrafted candle wax lanterns are **individually created for you to enjoy the gift of light for a lifetime.** Part of our exclusive Cheryl G Collection, these versatile Lanterns can be used inside or out and the **Lunar Lanterns can even float to light up a pond or pool!**

Made entirely from wax in colours to match our Antique range, our wax lanterns really demonstrate how far candle making has come in recent years. The lantern, if looked after, can last years - all that is burnt is the votive candle inside, which can be replaced with our refill packs.

The glow from the lanterns at night is simply amazing.

There are 3 sizes in our **Lunar Lanterns** and a choice of 5 colours, white, red, lime green, orange and hot pink.

The white **Glow Lanterns** are sophisticated and elegant and come in 2 shapes, **Cubes and Cylinders** each in two sizes.



Please see our order form for colours, sizes and wholesale prices.



SCENTED MELTS & OIL BURNERS

Scented Melts are a wonderful **alternative to burning fragranced oil** as when the wax hardens, it removes easily, leaving no mess or marks.

The fragrance in the Scented Melts **lasts around 10 hours** and the wax can be re-melted until the fragrance has faded. Our Melts are supplied in silver organza bags with elegant swing-tag containing consumer guidelines.



Available in over **14 colour/fragrance options** and 2 styles the Melts make wonderful gifts and wedding favours. Candles of New Zealand also sell a collection of **Ceramic Oil Burners**, which when teamed with a bag of our melts really do make a wonderful present for someone special.

Please see our order form for colours, sizes and wholesale prices.



THE HARMONY COLLECTION BY CANDLES OF NEW ZEALAND



The Harmony Collection is a high quality range of everyday candles with amazing variety. Tealight and Votive Candles made in New Zealand – and clearly promoting the Buy New Zealand Made logo!

5 hour burning, fragranced and unscented **Tealights** in

clear plastic cups and 15 hour burning **Votives**, with an incredible scent throw that really do fill the room with fragrance. Fragrance options include Unscented, Citronella, Lemongrass, Frangipani, Strawberries & Cream, Rose, Vanilla, Lavender and Herbs, and for summer Citronella to keep those bugs away!



These candles must be **burnt in holders** (also available from Candles of New Zealand!) so look for the add-on sale!

Please see our order form for colours, sizes and wholesale prices.



AROMATHERAPY COLLECTION | FRAGRANCES OF THE WORLD

The Enlightened Aromatherapy Collection by Candles of New Zealand contains four unique candles, each armed with its own enlightened aromatherapy benefits. The candles are carefully and individually handcrafted using Natural Wax, cotton wicks and are infused **with pure essential oil**. The four options are **Relaxation** with pure lavender; **Invigoration** with Lemongrass and Lime Zest; **Arousal** with Patchouli, Ylang Ylang and a hint of Orange and **Serenity** with Rose Geranium. Pure natural bliss, with benefits!



At Candles of New Zealand we have always followed our noses and loved the rich and distinct aromas that characterise certain places in the world and it was this passion of bespoke smells that inspired us to create '**Fragrances of the World**'. The first issue within this collection is '**Gardens of Europe**'; a stunning **3-Candle Box Set** that allows you to experience the wonders and aromas of Europe without leaving home. Each Natural Soy Wax candle is exquisitely infused with a European wonder – **French Pear, English Posy and Italian Fig**. Perfect for candle (and Travel) lovers, with inspired packing. *Look out for future issues from this range.*

Please see our order form for dimensions, burn times and wholesale prices.



CHEF'S CANDLE | DECONGESTION CANDLE & RUB

Two practical and innovative container based candles that have gained enormous media exposure. To our knowledge these original products are the only candles of their type made and available in New Zealand.

The **Chef's Candle** is currently our best selling product! **Designed to help eliminate unwanted cooking odours.** Made from 100% Natural Soy Wax and fragranced with a unique blend of Mixed Herbs, Lemon and Vanilla the candle quickly freshens up the kitchen. Burns for up to 40 hours.



Our **Decongestion Candle & Rub** is made with 100% Natural Soy Wax and a unique blend of Eucalyptus, Lemon and Honey. The revolutionary candle is **designed to help fight congestion and cold symptoms.** Light the candle to release the fragrance. After burning, once the flame is extinguished and candle has begun to reset and cool, you can use the **natural wax as a rub.** Massage into your chest to continue the decongestive benefits.

Please see our order form for dimensions, burn times and wholesale prices.



CELEBRATION | LUXURY SPA | TROPICAL INDULGENCE

When you're got **something to celebrate**, we've got just the thing! A collection of fun and practical candles that make gift buying easy. The range features candles to celebrate Happy Birthday; New Baby; Christening; Anniversary; Wedding and even a funky Party Candle! All these candles are made with Natural Soy Wax, pure cotton wicks and a divine Coconut & Lime fragrance, in sleek tin containers. **Celebration Candles** – a gift worth celebrating!



When you need to relax, unwind and recovery we have the ultimate remedy. Take a hot bath and light a **Luxury Spa Candle**.... bliss. Also made with Natural Soy Wax which means you can also use the melted wax as a fragranced moisturising rub. The luxury Spa Candles come in **stylish frosted glass jars** and are available in choice of four soothing fragrances; Ylang Ylang, Rose, Frangipani and Pohutukawa.

Tropical Indulgence – the name says it all! Presented in **elegant and understated clear glass bowls** and beautifully packaged. The soy wax is filled with four tropically influenced and infused fragrances and looks magical when light – making it a great gift idea. Also look out for **Romantic Indulgence** bowls designed to stimulate and senses and evoke passion – a candle amour!



Please see our order form for dimensions, burn times and wholesale prices.



NZ TRAVEL CANDLES | SOY TINS | BEREAVEMENT CANDLE

New Zealand Travel Candles are made with 100% Natural Soy Wax in sturdy tin containers, **ideal for travelling or sending overseas**. Available in 4 New Zealand inspired options: Kiwifruit, Manuka Honey, Pohutukawa and Ponga Fern.



These funky **Scented Soy Tins** make an ideal gift for someone who never allows themselves the small luxuries in life. And should! Made from 100% Natural Soy Wax and a wonderful choice of fresh fragrances; Vanilla & Sweet Pea, Lime & Lemongrass, Jasmine and Gardenia.

Bereavement Candle - a remembrance candle dedicated to the celebration of a life and the eternal flame. Made with Natural Soy Wax, a pure cotton wick and a gentle blend of aromas – allow the *light to shine on*.



Please see our order form for dimensions, burn times and wholesale prices.



CANDLE ACCESSORIES & IMPORTED CANDLE BASICS



To complement our ranges of Candles, Melts and Lanterns we have a very well priced collection of accessories including:



Glass & Mirrored candle plates - square and round in a selection of sizes, **ceramic oil burners** for Scented Melts, **Votive holders** and **Tealight holders**, plus elegant glass **Hurricane lamps** as pictured. There are also very handy **Wick Trimmer Scissors** and **Candle Snuffers**.

Plus, we have recently added a range of basic imported **Tealights** (4 and 9 hour burning) and Natural Plant based **Tapers** in a choice of colours – natural, red and brown.



For more information please see our order form and pricelist.



CANDLE GUIDELINES

To **ensure safety** and to **enhance the appearance and performance** of our burning candles, a few simply guidelines should be followed at all times. This will help prevent avoidable accidents and deter candles from smoking and spilling. Knowing this as a sales person can help demonstrate product knowledge, increase sales and decrease returns. This information appears on each Candles of New Zealand label and should, where possible, be pointed out to customers – especially given some of the information may be obstructed by retail price stickers.

- Remove (and read) all labels from candles before you light them
- Trim wick to 5-6mm before burning and maintain at this length throughout burning
- The flame should demonstrate a true tear drop shape and smoking should not occur. Keeping the wick trimmed appropriately will help this
- Always place candles on a stable, heat and stain resistant surface, ideally on a plate from Candles of New Zealand and away from flammable objects
- Keep the candle free of dirt, dust and debris and avoid drafts as this interferes with burning
- Do not place candles in direct sunlight, harsh spotlights or extreme temperatures and this can cause colours to fade, leach or even the candles to melt!
- Never leave a candle burning unattended and keep out of reach of children and pets
- We also recommend that you do not burn a candle continuously for more than 3 to 4 hours at any one time, depending on its diameter – the wider the candle, the longer it can burn.
- The first time you burn a candle it will create a memory, therefore burn for an hour for each 20mm in diameter. Ensure this is done under ideal conditions to avoid tunnelling and prolong burn time. This allows the candle to burn out to its edge (not for too long so it spills, just before) on the first burn. It will then follow this trend, burning out, not down, for future uses.
- Blowing out a candle causes spraying of wax and may cause the candle to smoke. If possible, we recommend that you extinguish the flame with a candle snuffer (from Candles of New Zealand).

For further enlightenment please visit candlesofnz.com