



MERCHANDISING & POP PROGRAMS

SPRING / SUMMER 2020



1-800-BUY-ROOT
ROOTCANDLES.COM

Root Candles Fixture Options

Root Candles Fixture Options

The Honeybee 48 Display makes a bold, beautiful candle presentation in your store. With adjustable shelves, this versatile display elegantly presents every type of candle and reminds your customers that Root Candles has been all about bees, beekeeping, and beeswax since its founding in 1869.



Root Candles Fixture Discount Programs

PRODUCT PURCHASE PRICE	DISPLAY DISCOUNT
<\$1500.00	0%
\$1,500.00	50%
\$2,000.00	75%
\$2,500.00	100%
\$3,000.00	100% <i>Receive a FREE set of 3 Honeycomb accent pieces!</i>



Up to \$300.00 in FREE freight if paid with in terms.

Customized Crates

Interested in customizing your own Crate Program?

We understand there are times when our pre-selected, best-selling crate programs may not be an exact fit for your store or your merchandising theme. In those instances, we do offer a customized Crate Program where you may select your own candle styles and fragrances. From our #1 selling Seeking Balance line to our ever-popular Legacy fragrance line of candles, our natural wood crates are the perfect blank canvas for your merchandising needs.

**FREE
Crate!**

You will receive a FREE crate, once your customized assortment reaches \$495 worth of product.

May we recommend the following assortments:

SEEKING BALANCE



Includes all 12 Seeking Balance Benefits	QTY PER BENEFIT
6.5 oz. Spa Candle (10 benefits)	4
6.5 oz. Spa Candle (2 benefits)	8
Natural Crate Merchandiser	1

LEGACY FRAGRANCE LINE



Fragrances of your choice	QTY PER FRAGRANCE
Sm. Veriglass 6.3 oz.	4
Lg. Veriglass 10.5 oz.	4
20 Hour Votives (box 18)	2
Hive Jar 16 oz.	2
Honeycomb Traveler - 4 oz.	5
Natural Crate Merchandiser	1

WELLNESS COLLECTION



Pamper yourself with our newest collection of essential lavender essences infused with supportive botanicals to bolster your physical well-being while promoting vitality, harmony, and calm.

- Oakmoss + Lavender
- Sea Salt + Lavender
- Matcha + Lavender

QTY PER FRAGRANCE

Small Glass 8 oz.	8
Large Glass 12 oz.	4
20 Hour Votives (box 18)	2
Natural Crate Merchandiser	1

Available to ship 1-2-20

OAKMOSS + LAVENDER

Calm your mind with the relaxing combination of dew drenched lavender layered with amber infused moss, sweet neroli, and lush tonka bean.

SEA SALT + LAVENDER

Unwind and de-stress as waves of salted marine notes blend with aromatic lavender and sea moss, with hints of Bergamot and sandalwood.

MATCHA + LAVENDER

Recharge your spirit with relaxing lavender, steeped with refreshing matcha tea and hints of zesty lemon and woody musk.

PROMO CODE: **03PROMOWELLNESS**



SPA COLLECTION

Create a calm and relaxing ambiance in your home with these three luxurious new fragrances, reminiscent of a pampering day at the spa.

NEW!



MINERAL SALTS

The energizing essence of pure sea salt with bursts of sea foam and white ambergris, wrapped in Mediterranean kelp and earthy musk.



TEAK & ORCHID

A harmonious blend of exotic orchids and delicate violets intertwined with the richness of teak, amber sage, and blonde woods.



OAT FLOWER & SHEA

The comforting essence of velvety oat flower with swirls of luxurious shea butter and creamy tonka bean.

- Mineral Salts
- Teak & Orchid
- Oat Flower & Shea

QTY PER FRAGRANCE

Sm. Veriglass 6.3 oz.	4
Lg. Veriglass 10.5 oz.	4
20 Hour Votives (box 18)	2
Hive Jar 16 oz.	2
Honeycomb Traveler- 4 oz.	5
Natural Crate Merchandiser	1

Available to ship 1-2-20

PROMO CODE: **03PROMOSPA**



FAIR TRADE

ETHICALLY-SOURCED FRAGRANCE INGREDIENTS

NEW!



Fair Trade is a global movement ensuring that farmers in developing countries can compete and thrive in a growing marketplace by receiving a fair price for their crops while implementing fair working standards.

Ethically-Sourced Fragrances. Quality Candles. Improving Lives. Protecting the Environment.

• Vanilla • Cinnamon Branch • Patchouli	QTY PER FRAGRANCE
Small Glass 6 oz.	8
Large Glass 12 oz.	3
20 Hour Votives (box 18)	2
Natural Crate Merchandiser	1
Available to ship 1-2-20	

ETHICALLY-SOURCED FRAGRANCE INGREDIENTS	BEESWAX BLEND	NATURAL COTTON WICKS	CLEAN BURNING	SUPERIOR BURN TIMES
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PROMO CODE: **03PROMOFAIRTRADE**



Raw, green, Fair Trade Vanilla enhanced with woody balsamic notes and a hint of citrus.



Fair Trade Cinnamon Branch complemented with notes of aromatic spice and white blossom accords.



Fair Trade Patchouli enhanced by amber accords, on a leathery and spicy musk base.

Root Candles Crate Programs

- All-natural Beeswax Blend
- Clean Burning Candles
- Fragrances containing essential oils
- Superior Burn Times
- Wicks made of 100% natural fibers

BURN TIMES:

- Hive up to 90 hrs
- Lg. Veriglass up to 70 hrs
- Sm. Veriglass up to 44 hrs
- Honeycomb Traveler up to 24 hrs
- Votive up to 20 hrs



<ul style="list-style-type: none"> • Pink Rosé • Chocolate Chiffon • Rose Bouquet 	QTY PER FRAGRANCE
Sm. Veriglass 6.3 oz.	3
Lg. Veriglass 10.5 oz.	3
20 Hour Votives (box 18)	2
Hive Jar 16 oz.	2
Honeycomb Traveler- 4 oz.	4
Natural Crate Merchandiser	1
<i>Available to ship 12-1-19</i>	

PROMO CODE: **03PROMOCVAL**



Valentine's Day

Three of our top selling Valentine's fragrances that perfectly represent the season.



PINK ROSÉ

Effervescent rhubarb and currant, finish with intoxicating nuances of fruity blush wine and sweet wild berries



CHOCOLATE CHIFFON

Mouthwatering notes of chocolate malt, rich cocoa, and anise blend with swirls of honey and creamy vanilla to create this sweet treat indulgence.



ROSE BOUQUET

An exotic bouquet of red rose petals with notes of jasmine and green leaf, combine to evoke romantic femininity.

Root Candles Crate Programs

- All-natural Beeswax Blend
- Wicks made of 100% natural fibers
- Superior Burn Times
- Fragrances containing essential oils
- Clean Burning Candles



2020 Spring Blossoms Collection

Signs of spring renewal are in the air as trees begin to bloom and the honeybee emerges from the hive, searching for blossoms and nectar.



ORANGE BLOSSOM

Tangy orange, sweet tangerine, and hints of juicy grapefruit mix with tart orange peel, fresh sugar cane, and delicate floral aromas evoking the uplifting fragrance of a blooming citrus orchard.



LEMON BLOSSOM

Sicilian Bergamot infuses with tart and tangy lemon, with hints of fresh-cut thyme, earthy myrrh, and sultry musk.



CHERRY BLOSSOM

Vibrant notes of tart cherry, juicy nectarine and crisp stone fruit blend with the delicate notes of jasmine and Spring cherry blossoms.

<ul style="list-style-type: none"> • Orange Blossom • Cherry Blossom • Lemon Blossom 	QTY PER FRAGRANCE
Sm. Veriglass 6.3 oz.	4
Lg. Veriglass 10.5 oz.	4
20 Hour Votives (box 18)	2
Hive Jar 16 oz.	2
Honeycomb Traveler - 4 oz.	5
Natural Crate Merchandiser	1
<i>Available to ship 1-2-20</i>	

PROMO CODE: **03PROMOCSPR**



BURN TIMES:

- Hive up to 90 hrs
- Lg. Veriglass up to 70 hrs
- Sm. Veriglass up to 44 hrs
- Honeycomb Traveler up to 24 hrs
- Votive up to 20 hrs



Mother's Day Collection

Celebrate Mom! Mother's Day gives us all a chance to show gratitude and appreciate our mothers or mother figures in our lives. Treat her with three fragrances selected especially for her on her special day.



CALLA LILY

A lovely bouquet of fragrant lilies and vibrant green leaves with hints of fresh apricot and blush blooms.



MIMOSA

Effervescent tangerine and juicy mandarin blend with sparkling lime and bubbly champagne to create this popular brunch cocktail inspired scent.



HONEYSUCKLE

A beautiful, soft and musky fragrance with subtleties of amber, vanilla and dewy green leaves work with this rich floral, delicious scent.

- Calla Lily
- Honeysuckle
- Mimosa

QTY PER FRAGRANCE

Sm. Veriglass 6.3 oz.

4

Lg. Veriglass 10.5 oz.

4

20 Hour Votives (box 18)

2

Hive Jar 16 oz.

2

Honeycomb Traveler - 4 oz.

5

Natural Crate Merchandiser

1

Available to ship 1-2-20

PROMO CODE: **03PROMOCMOM**



Seeking Balance Crate Programs



The power of color and fragrance in one holistic candle for a greater sense of health and well-being. Join the health and well-being trend with fragrances containing essential oils and wooden wicks with Root Candles' best-selling Seeking Balance line. Allow the stresses of the day to fade away.

- Fragrances containing essential oils
- Beeswax blend
- Spa Candles have sustainable wooden wicks
- Colored with vegetable-based dyes
- 20 Hour Spa Votives have all-natural cotton wicks
- Manufactured in the U.S.A.

- ◆ **Seduce / Patchouli & Anise**
- ◆ **Purify / Lemongrass & Sea Salt**
- ◆ **Energize / Rosemary Eucalyptus**
- ◆ **Enlighten / Cedar Verbena**
- ◆ **Invigorate / Pomelo Pine**
- ◆ **Illuminate / Juniper Rosewood**

- ◆ **Relieve / Eucalyptus Menthol**
- ◆ **Revitalize / Coriander Sage**
- ◆ **Awaken / Basil & Lime**
- ◆ **Empower / Lavandin & Patchouli**
- ◆ **Reflect / Tonka & Cedarwood**
- ◆ **Relax / Geranium Lavender**

RED | ORANGE | YELLOW | GREEN | BLUE | INDIGO | VIOLET



For maximum visual impact, Seeking Balance® should always be displayed in the order of the natural color spectrum.

ALL TWELVE BENEFITS
in best-selling
6.5 oz. size



Includes all 12 Seeking Balance Benefits	QTY PER BENEFIT
6.5 oz. Spa Candle (10 benefits)	4
6.5 oz. Spa Candle (2 benefits)	8
Natural Crate Merchandiser	1
<i>Available to ship 1-2-20</i>	

PROMO CODE: **03PROMOCB**



TOP THREE BENEFITS
in all sizes
and formats



Includes our top selling Seeking Balance benefits in all sizes and formats	QTY PER BENEFIT
6.5 oz. Spa Candle	4
Spa Traveler	4
Large Spa	3
Medium Spa	4
Spa Votives (box 18)	1
Natural Crate Merchandiser	1
<i>Available to ship 1-2-20</i>	

PROMO CODE: **03PROMOSBSC**



On-line Retail Marketing Portal

Root offers beautiful high-resolution images, POP signage and product information on-line to help retailers with promotional needs. The artwork may be downloaded at your convenience by visiting our on-line Retail Marketing Portal.

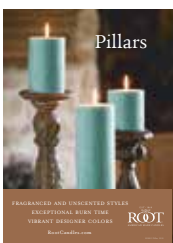
Register for a free account at rootretailportal.com.

Below is just a sample of the many colorful point of purchase signs that are a complement to any fixture or display.

Dinner Candles



Pillars



Dinner & Pillar
Burn Times



Made in America



CLEAR ACRYLIC
SIGN HOLDER
5" x 7"
Item # 999081



HISTORICAL ROOTS
BROCHURE & BURN
GUIDE 50/PK
Item # 999092



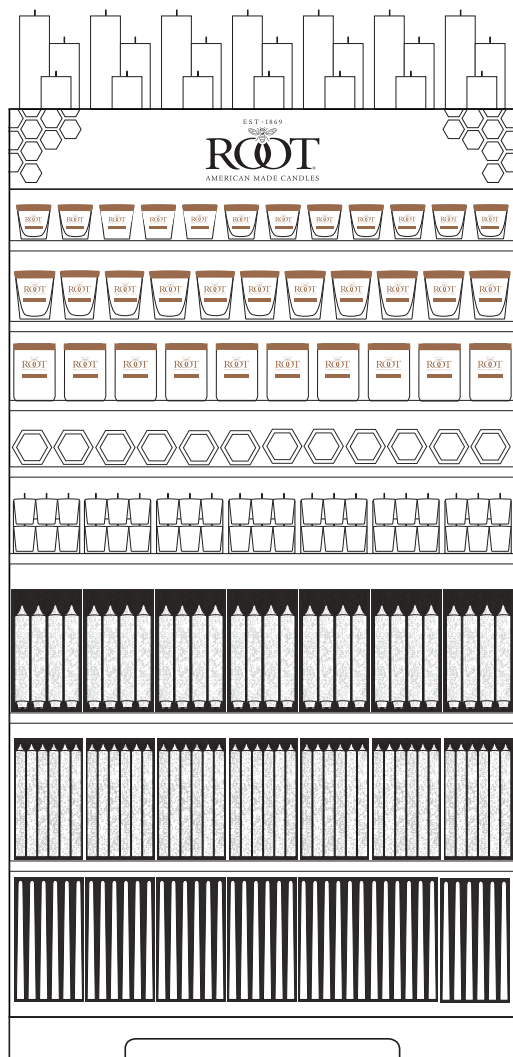
ACRYLIC BROCHURE
HOLDER
Item # 999020



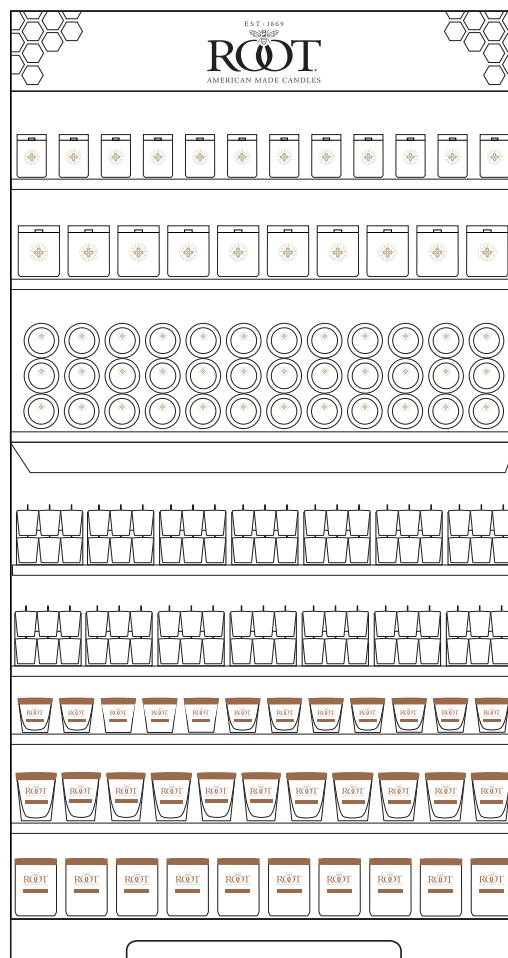
7 35048 15222 9

Root Candles POG's

Honeybee 48 Display



Honeybee 48 Display with Seeking Balance

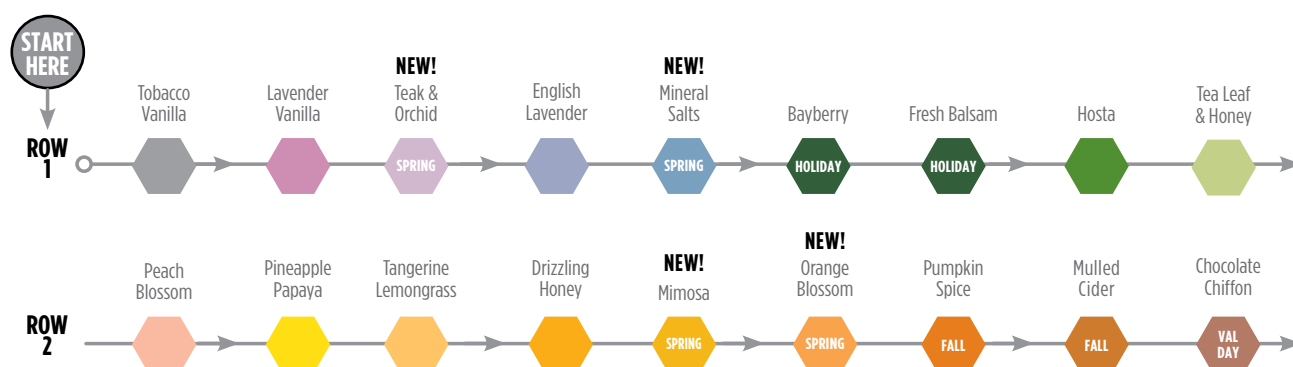


Root Legacy Crate



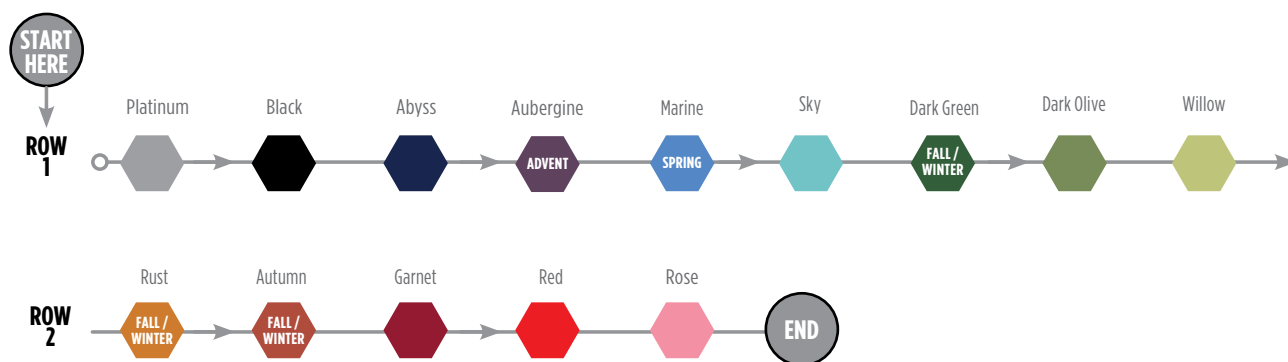
Filled Product Color Sequencing

Start with the first color that you carry from left to right until you fill one shelf. Your next color should go directly below the last color on the first shelf. Fill the second shelf from right to left. Again, start the third shelf directly below the last placed color on the second shelf and fill left to right. Repeat until the cabinet is filled.

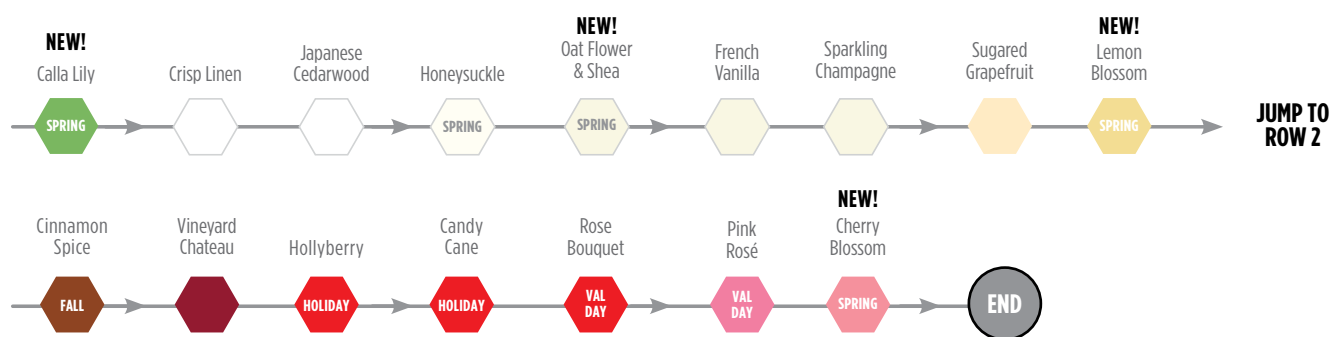


Pillar & Dinner Product Color Sequencing

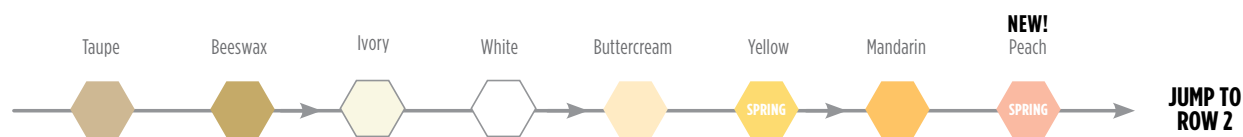
Slightly different from the Root Filled product to give the greatest impact for a line that is driven by color. Apply the same process, left to right on the first shelf and then begin the shelf directly below on the right and move to the left.



VALENTINE'S DAY - DECEMBER 1 - JULY 1
SPRING - JAN 1 - JULY 1
FALL / HOLIDAY - JULY 1 - DECEMBER 31



VALENTINE'S DAY - DECEMBER 1 - JULY 1
SPRING - JAN 1 - JULY 1
FALL / HOLIDAY / ADVENT - JULY 1 - DECEMBER 31





Register for a free account today at
rootretailportal.com
or contact your Root Candle Sales Representative
1-800-BUY-ROOT

STAY CONNECTED



ROOTCANDLES.COM

Root Candles Sales Office • 623 West Liberty St., Medina, OH 44256

Call: (330) 725-6677 or (800) 289-7668 • FAX: (330) 725-5624

e-mail: customerservice@rootcandles.com