



MERCHANDISING & POP PROGRAMS

SPRING / SUMMER 2018



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.

NEW!

Honeybee 48 Display **\$1,095.00**
Additional shelves \$125.00



Programs available to get Root Merchandisers at reduced or no cost.
Contact your Root Representative today.

The Hive 360 Display stands alone. With its unique, 2-sided waterfall design, choose this display for presenting 2 Root Candle lines away from the wall. The Hive 360 Display easily sells Seeking Balance, Honey Blends, or any combination of Root candle lines while reinforcing the Root heritage and history with bees, beekeeping, and beeswax since 1869.

NEW!

Hive 360 Fixture

3 Honeycomb Accent Display

\$1,095.00

\$200.00

3 Honeycomb Accent Display

Root Candles Fixture Discount Programs

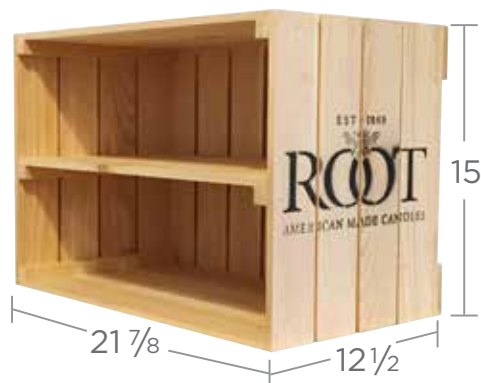
PRODUCT PURCHASE PRICE	DISPLAY DISCOUNT	FINAL DISPLAY PRICE
<\$1500.00	0%	\$1,095.00
\$1,500.00	50%	\$547.50
\$2,000.00	75%	\$273.75
\$2,500.00	100%	\$0.00
\$3,000.00	100%	\$0.00
Receive a FREE set of 3 Honeycomb accent pieces!		

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

Root Candles Crate Options

The Root Great Crate and Honey Blends Crate are designed specifically to showcase Root candles in an off-the-shelf setting. Used on a tabletop or with other merchandise, these crates will help maximize your candle sales and build your business.

Root Great Crate \$75.00



*Root Candles logo
on both sides of crate.*

Honey Blends Crate \$75.00



*Honey Blends logo
on both sides of crate.*



POP 5x7 Signage

Colorful point of purchase signs that will fit into our 5" x 7" acrylic holder (Item #999081) are a complement to any fixture or display.

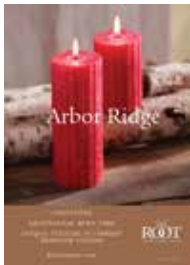
Dinner Candles



Pillars



Arbor Ridge



*Dinner & Pillar
Burn Times*



100% Beeswax



Made in America



Classic Root 48 Ebony Fixture

Made of solid hardwood by skilled Amish craftsmen, this Classic Root display is attractive, easy to maintain, and versatile. With adjustable shelves, this fixture showcases every type of candle offered by Root while offering efficient utilization of very valuable retail selling space. **While supplies last.**

Classic Root Fixture **\$1,095.00**
Additional shelves \$100.00



Programs available to get Root Merchandisers at reduced or no cost. Contact your Root Representative today.

Root Candles Crate Programs

It's not just one note, it's many layers of fragrance. Root Candle fragrances create a rich, lasting sensory experience. Because Root's fragrances contain essential oils, a long-lasting, aromatic bouquet is created that's always true to nature.

- All-natural beeswax blend
- Cotton wicks
- Fragrances containing essential oils
- Clean burning
- Superior burn time
- Highly fragrant



Mother's Day Collection

Three of our top selling fragrances in the top selling formats.

Lilac Sage

Honeysuckle

NEW

Tea Leaf & Honey

BURN TIMES:

Large Veriglass
up to 70 hrs

Small Veriglass
up to 44 hrs

Honeycomb Traveler
up to 24 hrs

Votive
up to 20 hrs



Valentine's Day Collection

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

Rose Petals

Sparkling Champagne

Wild Strawberry

Lilac Sage • Honeysuckle • Tea Leaf & Honey

MOTHER'S DAY CRATE PROGRAM				
USE PROMO CODE: 03PROMOCMOM				
	QTY	UNIT PRICE	TOTAL WHSLE	MSRP
Sm. Veriglass 6.3 oz. 6 each fragrance	18	\$6.25/ea	\$112.50	\$12.99/ea
Lg. Veriglass 10.5 oz. 3 each fragrance	9	\$9.75/ea	\$87.75	\$19.99/ea
20 HR Votives (box 18) 2 each fragrance	6	\$21.60/ea	\$129.60	\$2.49/ea
Honeycomb Traveler 4 each fragrance	12	\$4.65/ea	\$55.80	\$9.99/ea
Natural Crate Merchandiser	1	\$75.00	\$75.00	
SUBTOTAL			\$460.65	
CRATE PROMOTION DISCOUNT			-\$75.00	
FINAL PROGRAM COST			\$385.65	

Already have a crate?
We offer a Restocking Program!

RESTOCKING PROGRAM			
USE PROMO CODE: 03PROMOCMOM-REFILL			
Includes: Lilac Sage, Honeysuckle, Tea Leaf & Honey	QTY	UNIT PRICE	PROGRAM PRICE
Sm. Veriglass 6.3 oz.	18	\$6.25	\$112.50
Lg. Veriglass 10.5 oz.	9	\$9.75	\$87.75
20 Hour Votives (box 18)	6	\$21.60	\$129.60
Traveler Tin - 4 oz.	12	\$4.65	\$55.80
SUBTOTAL			\$385.65
PROGRAM DISCOUNT			-\$20.65
FINAL PROGRAM COST			\$365.00

Rose Petals • Sparkling Champagne • Wild Strawberry

VALENTINE'S DAY CRATE PROGRAM				
USE PROMO CODE: 03PROMOCVAL				
	QTY	UNIT PRICE	TOTAL WHSLE	MSRP
Sm. Veriglass 6.3 oz. 6 each fragrance	18	\$6.25/ea	\$112.50	\$12.99/ea
Lg. Veriglass 10.5 oz. 3 each fragrance	9	\$9.75/ea	\$87.75	\$19.99/ea
20 HR Votives (box 18) 2 each fragrance	6	\$21.60/ea	\$129.60	\$2.49/ea
Honeycomb Traveler 4 each fragrance	12	\$4.65/ea	\$55.80	\$9.99/ea
Natural Crate Merchandiser	1	\$75.00	\$75.00	
SUBTOTAL			\$460.65	
CRATE PROMOTION DISCOUNT			-\$75.00	
FINAL PROGRAM COST			\$385.65	

Already have a crate?
We offer a Restocking Program!

RESTOCKING PROGRAM			
USE PROMO CODE: 03PROMOCVAL-REFILL			
Includes: Rose Petals, Sparkling Champagne, Wild Strawberry	QTY	UNIT PRICE	PROGRAM PRICE
Sm. Veriglass 6.3 oz.	18	\$6.25	\$112.50
Lg. Veriglass 10.5 oz.	9	\$9.75	\$87.75
20 Hour Votives (box 18)	6	\$21.60	\$129.60
Traveler Tin - 4 oz.	12	\$4.65	\$55.80
SUBTOTAL			\$385.65
PROGRAM DISCOUNT			-\$20.65
FINAL PROGRAM COST			\$365.00



Spring Collection

Three of our top selling
Spring fragrances that
perfectly represent the season.

Pineapple Papaya

Paradise

Pomegranate & Lime

See page 6 for product selling features and burn times.

Pineapple Papaya • Paradise • Pomegranate & Lime

SPRING COLLECTION CRATE PROGRAM				
USE PROMO CODE: 03PROMOCSPR				
	QTY	UNIT PRICE	TOTAL WHSLE	MSRP
Sm. Veriglass 6.3 oz. 6 each fragrance	18	\$6.25/ea	\$112.50	\$12.99/ea
Lg. Veriglass 10.5 oz. 3 each fragrance	9	\$9.75/ea	\$87.75	\$19.99/ea
20 HR Votives (box 18) 2 each fragrance	6	\$21.60/ea	\$129.60	\$2.49/ea
Honeycomb Traveler 4 each fragrance	12	\$4.65/ea	\$55.80	\$9.99/ea
Natural Crate Merchandiser	1	\$75.00	\$75.00	
SUBTOTAL			\$460.65	
CRATE PROMOTION DISCOUNT			-\$75.00	
FINAL PROGRAM COST			\$385.65	

Already have a crate?
We offer a Restocking Program!

RESTOCKING PROGRAM			
USE PROMO CODE: 03PROMOCSPR-REFILL			
Includes: Pineapple Papaya, Paradise, Pomegranate & Lime.	QTY	UNIT PRICE	PROGRAM PRICE
Sm. Veriglass 6.3 oz.	18	\$6.25	\$112.50
Lg. Veriglass 10.5 oz.	9	\$9.75	\$87.75
20 Hour Votives (box 18)	6	\$21.60	\$129.60
Traveler Tin - 4 oz.	12	\$4.65	\$55.80
SUBTOTAL			\$385.65
PROGRAM DISCOUNT			-\$20.65
FINAL PROGRAM COST			\$365.00

Honey Blends Crate Programs



Pure and natural beeswax blended with unexpected honey fragrances containing essential oils for a sensory experience beyond what nature intended.

- Glass packaged in a beautiful gift box
- Candles featuring our all natural beeswax blend
- Fragrances containing essential oils
- High fragrance concentration
- Pure cotton wicks optimized for best burn & fragrance bloom
- Handcrafted in the USA



GOLD
EMBOSSED
PACKAGING

Berried Honey
Sugared Honey
Bloomed Honey
Brewed Honey
Drenched Honey
Wooded Honey



5x7
Point-
of-Sale
Sign



13 oz. Glass
Up to 65 hour
burn time



2.1 oz. Votive
Up to 20 hour
burn time



5.4 oz. Travel Tin
Up to 36
hour burn time

HONEY BLENDS CRATE PROGRAM USE PROMO CODE: 03PROMOCHB

HONEY BLENDS PROGRAM	QTY PER FRAG	TOTAL QTY	UNIT PRICE	TOTAL WHSLE	MSRP
Honey Blends 13 OZ Glass w/gift box	3	18	\$13.50	\$243.00	\$30.00
Honey Blends 5.4 OZ Travel Tin	4	24	\$5.40	\$129.60	\$12.00
Honey Blends 20-HR Votives (box of 18)	1	6	\$21.60	\$129.60	\$2.75
Natural Merchandiser	1	1	\$75.00	\$75.00	
5x7 POP Sign	1	1	\$2.00	\$2.00	
5x7 Clear Acrylic Holder	1	1	\$5.00	\$5.00	
SUBTOTAL		153		\$584.20	
CRATE PROMOTIONAL DISCOUNT				-\$82.00	
FINAL PROGRAM COST				\$502.20	

Already have a crate?
We offer a Restocking Program!

CRATE RESTOCKING PROGRAM USE PROMO CODE: 03PROMOCHB-REFILL

Includes: Sugared Honey, Brewed Honey, Berried Honey, Drenched Honey, Wooded Honey and Bloomed Honey	TOTAL QTY	UNIT PRICE	TOTAL COST
Honey Blends 13 OZ Glass w/gift box	18	\$13.50	\$243.00
Honey Blends 5.4 OZ Travel Tin	24	\$5.40	\$129.60
Honey Blends 20-HR Votives (box of 18)	6	\$21.60	\$129.60
			\$502.20
Program Discount			-\$27.20
FINAL PROGRAM COST			\$475.00

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
- All-natural beeswax blend
- Colored with vegetable-based dyes
- Sustainable wooden wick for a comforting crackle
- Earth-friendly packaging printed with soy inks
- Made in the USA

BURN TIMES:

Jar Candles
up to 60 hours

Spa Travelers
up to 22 hours each

Melts
up to 24 hours of
fragrance per petal



🔍 **INCLUDES**
all 12 benefits!

**Aromatherapy and
chromatherapy
in twelve
exceptional
benefits.**

2 NEW BENEFITS!

- | | |
|--------------|-------------------------|
| 🔴 Seduce | 🟢 Revitalize NEW |
| 🟠 Energize | 🔵 Awaken |
| 🟡 Enlighten | 🟠 Empower NEW |
| 🟢 Invigorate | 🟡 Meditate |
| 🟡 Illuminate | 🟣 Relax |
| 🟢 Relieve | 🟡 Detoxify |



🔍 **NEW!**
Spa Travelers!

**Aromatherapy and
chromatherapy
in Roots 4 top
selling fragrances.**

- 🟠 Energize
- 🟡 Illuminate
- 🔵 Awaken
- 🟣 Relax

<div>SEEKING BALANCE CRATE PROGRAM</div> <div>USE PROMO CODE: 03PROMOCSB</div>	Includes: 4 of each Seeking Balance Benefit	QTY	UNIT PRICE	TOTAL WHOLESALE	MSRP
	6.5oz Jar Candles	48	\$7.95	\$381.60	\$17.99/ea
	Natural Crate Merchandiser	1	\$75.00	\$75.00	N/A
	SUBTOTAL			\$456.60	
	FREE CRATE!			-\$75.00	
FINAL PROGRAM COST				\$381.60	

Already have a crate? We offer a RESTOCKING PROGRAM! USE PROMO CODE: 03PROMOCSB-REFILL	Includes: 4 of each Seeking Balance Benefit	QTY	UNIT PRICE	TOTAL WHOLESALE
	6.5oz Jar Candles	48	\$7.95	\$360.00
	Regular Wholesale Cost			\$381.60
	Crate Promotion Discount			-\$21.60
	FINAL PROGRAM COST			\$360.00

SEEKING BALANCE SPA TRAVELER CRATE PROGRAM USE PROMO CODE: 03PROMOCSBT	Includes: Relax, Energize, Awaken and Illuminate	QTY EACH BENEFIT	UNIT PRICE	TOTAL WHOLESALE	MSRP
	Spa Travelers	4	\$6.50	\$104.00	\$12.99/ea
	6.5oz Jar Candles	8	\$7.95	\$254.40	\$17.99/ea
	Natural Crate Merchandiser	1	\$75.00	\$75.00	N/A
	SUBTOTAL			\$433.40	
	Crate Promotion Discount			-\$75.00	
	FINAL PROGRAM COST			\$358.40	

<div>Already have a crate? We offer a RESTOCKING PROGRAM!</div> <div>USE PROMO CODE: 03PROMOCSBT-REFILL</div>	Includes: Relax, Energize, Awaken and Illuminate	QTY EACH BENEFIT	UNIT PRICE	TOTAL WHOLESALE
	Spa Travelers	4	\$6.50	\$104.00
	6.5oz Jar Candles	8	\$7.95	\$254.40
	Regular Wholesale Cost			\$358.40
	Crate Promotion Discount			-\$18.40
FINAL PROGRAM COST			\$340.00	



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