



SPRING NEWSLETTER

Kia ora and welcome to our Spring 2008 Newsletter.

It would appear that finally Spring is here – not sure about you guys but that was a long winter. However, looking back briefly to the **Christchurch Gift Fair**, we had another encouraging show and it was great to see so many of you there. We were delighted with your response to our colourful stand and new candles and thrilled with how well the new Orange and Hot Pink Pyramids sold – they certainly brighten things up!

We're now planning for the **Christmas Gift Fair** held in Auckland between the 5th and 7th October. We are on **Stand 504** and will be joined, at times, throughout the show by our new team of reps. I'm sure you've seen or heard from them already, if not hopefully you can meet them at the show.



The Fair marks the introduction of our **new order form and pricelist, 'Summer 2008/2009'**. This includes all the **new products**, together with **improved burn times** for our candles. Plus, the introduction of 'Sets', which we believe will prove popular and make the ordering process easier. Enivitably there are some price increases, but these are our first and we remain extremely competitive and good value for a quality handcrafted product. Every month this year we've incurred substantial price increases in all our raw materials; wax, fragrance, wick and dye, together with increases in transportation costs and utility services, and finally we've had to reflect this in our new Summer Price List, which takes effect from **1st October 2008**.

As always we will be launching **new candles** at the show (SEE WHAT'S HAPPENING) and are excited by how these will be received, along with your response to our new look stand and display – again, it will be bright and colourful, be warned!

As ever we welcome your comments and feedback. We would also like to apologise for how copy-heavy this Newsletter is (!), but we have a lot of News! Anyway, here's to a successful summer! **Kind regards, Nicola & Steven**

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WHAT'S HAPPENING

Best Sellers at the South Island Fair –

Without doubt our best selling candles at the Fair were our stunning and environmentally friendly new Orange and Hot Pink Ice Palm Pyramids. We also saw and steady increase in our 90mm diameter candles, in both Antique and Snowflake, plus **Scented Melts** went down a storm! Such a great stocking filler, so get in quick.

The extended family – We are thrilled to say we now have a full team of Candles of New Zealand representatives covering the depth and breadth of the country. From the top... **Dee Dent** covers *Northland and* **Jill Sinclair** covers *Greater Auckland*, **Bernadine McCort** covers *Central North* and **Chris Turner** continues in the *Lower North Island*, while **Pam Beckett** takes care of the *South Island*. We would like to take this opportunity to formally welcome the new editions and introduce them to all our customers (although I'm sure many of you already know them – if not, you will soon).

New Products – We will be launching the following new products at the Xmas Gift Fair and on our new **Summer 2008/2009 Order Form & Price List:**

Moss Green **Ice Palm Pyramids** with **Xmas Cheer**, this option joins the very successful recent additions of Orange and Hot Pink!

We are also bringing in **two new sizes in the Pyramids**, both are thicker candles, the first being 90x90x165mm (height) and the second 100x100x230mm (height). Both are fantastic burners and will really light up Christmas. **90mm diameter Pillars** in our **Snowflake** range – these burn for up to 125 hours and extends our ever popular Snowflake collection. We have also introduced prices for '**Sets of Candles**', these come at a discounted rate and are available for all our ranges. Also for summer we are bringing out **Citronella Pillars**, to help keep those bugs away and adding **Manuka Honey** to our **Antique** Collection. And finally, we are introducing a seasonal '**Xmas Tree**' option to our Natural Palm Columns with Paua detail, as part of our **New Zealand Tourist range**.

FOR MORE INFORMATION & LATEST NEWS CHECK OUR WEBSITE: **www.candlesofnz.co.nz**