



Candles of New Zealand is EVOLVING | Spring/Summer 2011/2012



In the absence of the Winter Gift & Home Fair this year we spent the time reviewing our strategy for Candles of New Zealand and in particular, our product range, branding and packaging. No small task, however enlightening!

We concluded, through intensive research and sales analysis, that our range was too big, slightly daunting (too much to take in and choose from) and that certain products didn't fit our vision or have the sales

to justify their inclusion in our offer. We also concluded that, over time, our range had become inconsistent, incoherent and that in some cases our packaging and branding didn't live up to the quality of the product. So we started a process to address all of these points.

Creatively we want our products/brands to be defined by the following key words – natural, fresh, contemporary, simplistic and pure. Also, going forward we want to be strictly creators of products that are carefully handcrafted, proudly made in New Zealand, using only pure, natural and sustainable ingredients.

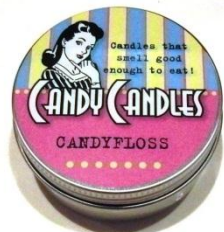


As a result of this we have discontinued lines that haven't worked for us historically and/or don't fit our new vision. Some of these products might come as a surprise to you, but we are confident our new approach and offer is what the New Zealand public want and desire. We are also confident that in time, you too, will share and celebrate our new brand, new and new-look products and vision for Candles of New Zealand and the Nicola Anne body&home collection.

New look Candles of New Zealand products: The vast majority of our existing products have been stylishly made-over, including (The original NZ) Chef's Candle, Decongestion Candle & Rub, Bugs Away Tins, NZ Travel Candles, Luxury Spa Jars, our Remembrance Candle, Wooden Wick Candles, The Enlightened Aromatherapy range, Celebration Candles and the bottom of our Portraits of New Zealand Collection.



Enlightened new products for Spring/Summer: We've now added organic Butter Shea soaps and convenient Diffuser Refill Packs to our increasingly popular **Nicola Anne Body & Home Collection**, as well as an entire new fragrance – French Vanilla – which joins Cucumber & Melon and Pomegranate & Sage. We've also upgraded our packaging, with bespoke boxes for the Glass Containers, Soaps and Diffusers Sets – shown here in French Vanilla.



Welcome Candy Candles - A 50's inspired, fun and funky new range of candles that smell good enough to eat! Each candle comes in an 80gm tin, filled with natural soy wax and a choice of 4 delicious scents – Candyfloss (as shown), Blueberry Cheesecake, Summer Mousse and/or Lollipop.

Rugby - The latest addition to our **Portraits of New Zealand Collection** illustrated by Timo Rannali and infused with Pohutukawa – these sturdy tin candles are the perfect gift for the upcoming World Cup!

3-Candle Box Sets now come in two new options – **Inspiration Aotearoa** featuring soy-glass votives with Kiwifruit, Manuka Honey and Pohutukawa, plus **Festive Indulgence** with Christmas Berry, Christmas Mistletoe and Pohutukawa. These join the original 3-Candle Gift Box - **Gardens of Europe**; with English Posy, French Pear and Italian Fig.

The **Enlightened Aromatherapy Collection** has also had a makeover, plus due to popular demand we have added a bigger, 75x75mm, pillar candles to the range – which is created with pure essential oils and available in four options – Invigoration, Relaxation, Romance (previously Arousal – show here) and Serenity. The Collection now consists of small and large pillars and scented melts.



In preparation for Christmas we have also re-introduced our Christmas Berry and Christmas Pine Tealights and Votives, plus our **Wooden Wick Candles** with Mistletoe and Christmas Berry. These join Fresh Cotton and Sandalwood & Musk and the entire range has also been re-designed. Really a delightful range using glass containers, natural soy wax, exquisite fragrances and organic wooden wicks – to create the soft soothing sound of a crackling fire!



With Spring here you can't help think about Summer being on the horizon so don't forget to stock up on **Citronella Candles** to help keep those pesky bugs away – we have a collection of 4 Citronella Soy Tins – which are perfect table companions for summer nights, as well as handy tealight packs and votives.

Join us at Stand 5004, Spring Gift & Home Fair: Once again we will be on Stand 5004, between Halls 4 and 5, for the upcoming Spring Gift & Home fair, please come along to say hello and see our new look collection. Alternatively check us out online www.candlesofnz.com

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