

YANKEE CANDLE®



Visual Merchandising Best Practice Guide

SPRING / SUMMER 2022



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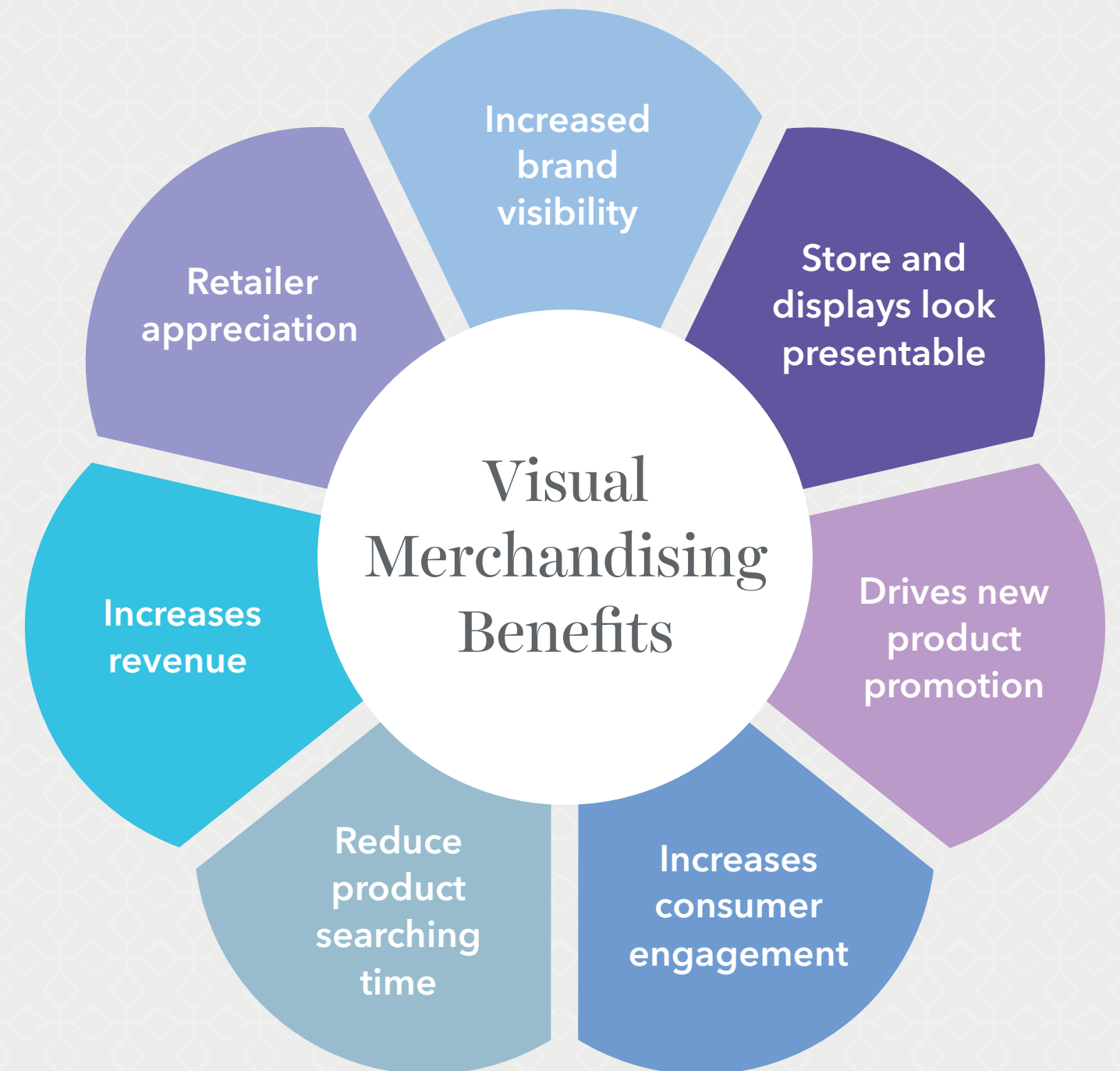
Visual Merchandising

Visual Merchandising is about presenting your products in the most attractive way to engage and motivate the consumer towards making a purchase. This is done by creating displays that accentuate a products appearance, features and benefits in a visually compelling way. Presenting them in a way that drives tangible increases in revenue.

Correct visual merchandising requires the following...

- Having the right Yankee Candle® product assortment
 - In the right place
 - At the right time
 - In the right quantity

This seasons Visual Merchandising guide will showcase all the latest trends in fragrance. From Planograms to POS, we can provide you with all the tools you'll need to make Yankee Candle® the most exciting stop in your shop this season.



Key Launch Dates

January

Q1 Sakura Blossom Festival Collection

As the first cherry trees begin to bloom, we invite you on a journey to Japan to welcome spring during the Sakura Blossom Festival. It's a time of renewal and optimism, inviting families and friends to gather under the falling petals of the Sakura trees, experiencing the beauty of nature together in a celebration of spring.



Q1 Sakura Blossom Festival Gifting

Our gifting collection invites shoppers to journey to Japan, where they can welcome Spring during the Sakura Blossom Festival. Through delicate watercolours, floral illustrations, and textured backgrounds, they can enjoy the beautiful majesty of the blooming cherry trees during this traditional festival. Curated assortments of seasonal fragrances will have your customers experiencing the beauty of nature in a celebration of Spring.



Easter

Inspired by sweet and playful treats of Easter, Yankee Candle® introduces our Easter fragrance: Chocolate Eggs. This exclusive fragrance brings a new twist on traditional Easter favourites. The rich chocolate notes combine together to create the perfect treat... without overindulging.



Key Launch Dates

April

Q2 Sakura Blossom Festival Collection

Continuing with the journey to Japan, experience beauty and peace while sitting underneath blooming cherry blossom trees. A quiet spot to unwind among blooming flowers during the spring celebration.



Ultrasonic Aroma Diffuser

For help creating the right mood, the new Yankee Candle® Ultrasonic Aroma Diffuser features customisable light, mist and fragrance with essential oils.



Filled Votives

Yankee Candle® Filled Votives offer a modern and easy way to enjoy fragrance. Available in both core fragrances and 16 exclusive new scents for your consumer.



Outdoor Candle

The new Outdoor Collection offers exclusive Yankee Candle® fragrances specifically crafted for the outdoors. Current trends toward outdoor living are leading consumers to increasingly look for ways to unplug from busy daily life and spend more time in nature. Yankee Candle® Outdoor Collection helps to create a comfortable outdoor spot that feels like part of the home.



Q1 Sakura Blossom Festival Collection

Wholesale Nesting Table



PRODUCT FILL QUANTITIES		
Majestic Mount Fuji	Sakura Blossom Festival	Sweet Plum Sake
24 x Large Jar	24 x Large Jar	24 x Large Jar
8 x Medium Jar	8 x Medium Jar	8 x Medium Jar
8 x Small Jar	8 x Small Jar	8 x Small Jar
3 Boxes x Votive	3 Boxes x Votive	3 Boxes x Votive
10 x Single Filled Votive	10 x Single Filled Votive	10 x Single Filled Votive
10 x 3 Pack Filled Votive	10 x 3 Pack Filled Votive	10 x 3 Pack Filled Votive

Q1 Sakura Blossom Festival Collection

Wholesale Ladder



PRODUCT FILL QUANTITIES		
Majestic Mount Fuji	Sakura Blossom Festival	Sweet Plum Sake
10 x Large Jar	10 x Large Jar	10 x Large Jar
10 x Medium Jar	10 x Medium Jar	10 x Medium Jar
10 x Small Jar	10 x Small Jar	10 x Small Jar

Q1 Sakura Blossom Festival Collection

Reseller Lead Table



PRODUCT FILL QUANTITIES		
Majestic Mount Fuji	Sakura Blossom Festival	Sweet Plum Sake
16 x Large Jar	16 x Large Jar	16 x Large Jar
8 x Medium Jar	8 x Medium Jar	8 x Medium Jar
6 x Small Jar	6 x Small Jar	6 x Small Jar
2 Boxes x Votive	2 Boxes x Votive	2 Boxes x Votive
8 x Single Filled Votive	8 x Single Filled Votive	8 x Single Filled Votive
8 x 3 Pack Filled Votive	8 x 3 Pack Filled Votive	8 x 3 Pack Filled Votive

Q1 Sakura Blossom Festival Collection

Reseller Breakout Wall with Cabinet



PRODUCT FILL QUANTITIES		
Majestic Mount Fuji	Sakura Blossom Festival	Sweet Plum Sake
10 x Large Jar	16 x Large Jar	10 x Large Jar
6 x Medium Jar	6 x Medium Jar	6 x Medium Jar
8 x Small Jar	8 x Small Jar	8 x Small Jar
2 Boxes x Votive	2 Boxes x Votive	2 Boxes x Votive
2 Boxes x Wax Melt	2 Boxes x Wax Melt	2 Boxes x Wax Melt
8 x Single Filled Votive	8 x Single Filled Votive	8 x Single Filled Votive
6 x 3 Pack Filled Votive	6 x 3 Pack Filled Votive	6 x 3 Pack Filled Votive

Q2 Sakura Blossom Festival Collection

Wholesale Nesting Table



PRODUCT FILL QUANTITIES		
Berry Mochi	Mango Ice Cream	Tranquil Garden
24 x Large Jar	24 x Large Jar	24 x Large Jar
8 x Medium Jar	8 x Medium Jar	8 x Medium Jar
8 x Small Jar	8 x Small Jar	8 x Small Jar
3 Boxes x Votive	3 Boxes x Votive	3 Boxes x Votive
10 x Single Filled Votive	10 x Single Filled Votive	10 x Single Filled Votive
10 x 3 Pack Filled Votive	10 x 3 Pack Filled Votive	10 x 3 Pack Filled Votive

Q2 Sakura Blossom Festival Collection

Wholesale Ladder



PRODUCT FILL QUANTITIES		
Berry Mochi	Mango Ice Cream	Tranquil Garden
10 x Large Jar	10 x Large Jar	10 x Large Jar
10 x Medium Jar	10 x Medium Jar	10 x Medium Jar
10 x Small Jar	10 x Small Jar	10 x Small Jar

Q2 Sakura Blossom Festival Collection

Reseller Lead Table



PRODUCT FILL QUANTITIES		
Berry Mochi	Mango Ice Cream	Tranquil Garden
16 x Large Jar	16 x Large Jar	16 x Large Jar
8 x Medium Jar	8 x Medium Jar	8 x Medium Jar
6 x Small Jar	6 x Small Jar	6 x Small Jar
2 Boxes x Votive	2 Boxes x Votive	2 Boxes x Votive
8 x Single Filled Votive	8 x Single Filled Votive	8 x Single Filled Votive
8 x 3 Pack Filled Votive	8 x 3 Pack Filled Votive	8 x 3 Pack Filled Votive

Q2 Sakura Blossom Festival Collection

Reseller Breakout Wall with Ladder



PRODUCT FILL QUANTITIES		
Berry Mochi	Mango Ice Cream	Tranquil Garden
24 x Large Jar	18 x Large Jar	18 x Large Jar
9 x Medium Jar	9 x Medium Jar	9 x Medium Jar
8 x Small Jar	8 x Small Jar	8 x Small Jar
2 Boxes x Votive	2 Boxes x Votive	2 Boxes x Votive
2 Boxes x Wax Melt	2 Boxes x Wax Melt	2 Boxes x Wax Melt
12 x Single Filled Votive	12 x Single Filled Votive	12 x Single Filled Votive
12 x 3 Pack Filled Votive	12 x 3 Pack Filled Votive	12 x 3 Pack Filled Votive

Sakura Blossom Festival Gift Sets

Wholesale Nesting Table



Merchandise Sakura Blossom Festival large jars by the Make Your Own Gift Bag

Sakura Blossom Festival Gift Sets

Wholesale Ladder



Side 1

Side 2

PRODUCT FILL QUANTITIES		
Gifting		
18 x 3 Wax Melt 25 x 3 Filled Votive 25 x 3 Filled Votive Signature	14 x Wax Melt Warmer 15 x Small Tumbler, 3 Filled Votive 12 x 6 Filled Votive	20 x 10 Tea Light & 1 Holder 10 x 18 Tea Light & 1 Holder 8 x Make Your Own Bag

PRODUCT FILL QUANTITIES		
Gifting		
8 x 3 Wax Melt 8 x 3 Filled Votive 8 x 3 Filled Votive Signature	4 x Wax Melt Warmer 10 x Small Tumbler, 3 Filled Votive 8 x 6 Filled Votive	10 x 10 Tea Light & 1 Holder 10 x 18 Tea Light & 1 Holder

Sakura Blossom Festival Gift Sets

Reseller Lead Table



PRODUCT FILL QUANTITIES		
Gifting		
8 x 3 Wax Melt 16 x 3 Filled Votive 16 x 3 Filled Votive Signature	8 x Wax Melt Warmer 15 x Small Tumbler, 3 Filled Votive 10 x 6 Filled Votive	10 x 10 Tea Light & 1 Holder 20 x 18 Tea Light & 1 Holder 6 x Make Your Own Bag

Sakura Blossom Festival Gift Sets

Reseller Breakout Wall with Cabinet



PRODUCT FILL QUANTITIES		
Gifting		
15 x 3 Wax Melt 10 x 3 Filled Votive 10 x 3 Filled Votive Signature	4 x Wax Melt Warmer 9 x Small Tumbler, 3 Filled Votive 6 x 6 Filled Votive	10 x 10 Tea Light & 1 Holder 20 x 18 Tea Light & 1 Holder 5 x Make Your Own Bag

Easter

Wholesale Ladder



PRODUCT FILL QUANTITIES		
Chocolate Eggs	Mango Ice Cream	Sunny Daydream
25 x Large Jar	25 x Large Jar	25 x Large Jar

Easter

Limited Edition Fixture



PRODUCT FILL QUANTITIES		
Chocolate Eggs	Mango Ice Cream	Sunny Daydream
33 x Large Jar	17 x Large Jar	17 x Large Jar

Easter

Reseller Lead Table



PRODUCT FILL QUANTITIES		
Chocolate Eggs	Mango Ice Cream	Sunny Daydream
40 x Large Jar	25 x Large Jar	25 x Large Jar

Easter

Reseller Breakout Wall with cabinet



PRODUCT FILL QUANTITIES		
Chocolate Eggs	Mango Ice Cream	Sunny Daydream
28 x Large Jar	28 x Large Jar	28 x Large Jar

Ultrasonic Diffuser and Sleep Diffuser

Wholesale Nesting Table



PRODUCT FILL QUANTITIES

16 x Sleep Diffuser Starter Kit - Silver	24 x Ultrasonic Aroma Diffuser Starter Kit
16 x Sleep Diffuser Starter Kit - Bronze	28 x Ultrasonic Aroma Diffuser Refill - Clean Cotton®
25 x Sleep Diffuser Refill - Calm Night	28 x Ultrasonic Aroma Diffuser Refill - Midnight Jasmine
25 x Sleep Diffuser Refill - Peaceful Dreams	28 x Ultrasonic Aroma Diffuser Refill - Pink Sands
25 x Sleep Diffuser Refill - Starry Slumber	28 x Ultrasonic Aroma Diffuser Refill - Black Cherry
	12 x Ultrasonic Aroma Diffuser Refill - Lemon Lavender

Ultrasonic Diffuser and Sleep Diffuser

Wholesale Ladder



PRODUCT FILL QUANTITIES

12 x Sleep Diffuser Starter Kit - Silver	24 x Ultrasonic Aroma Diffuser Starter Kit
12 x Sleep Diffuser Starter Kit - Bronze	20 x Ultrasonic Aroma Diffuser Refill - Clean Cotton®
40 x Sleep Diffuser Refill - Calm Night	20 x Ultrasonic Aroma Diffuser Refill - Midnight Jasmine
40 x Sleep Diffuser Refill - Peaceful Dreams	20 x Ultrasonic Aroma Diffuser Refill - Pink Sands
40 x Sleep Diffuser Refill - Starry Slumber	20 x Ultrasonic Aroma Diffuser Refill - Black Cherry
	20 x Ultrasonic Aroma Diffuser Refill - Lemon Lavender

Ultrasonic Diffuser and Sleep Diffuser

Wholesale Combination Fixture



PRODUCT FILL QUANTITIES

2 x Sleep Diffuser Starter Kit - Silver	6 x Ultrasonic Aroma Diffuser Starter Kit
2 x Sleep Diffuser Starter Kit - Bronze	16 x Ultrasonic Aroma Diffuser Refill - Clean Cotton®
16 x Sleep Diffuser Refill - Calm Night	16 x Ultrasonic Aroma Diffuser Refill - Midnight Jasmine
16 x Sleep Diffuser Refill - Peaceful Dreams	16 x Ultrasonic Aroma Diffuser Refill - Pink Sands
8 x Sleep Diffuser Refill - Starry Slumber	16 x Ultrasonic Aroma Diffuser Refill - Black Cherry
	16 x Ultrasonic Aroma Diffuser Refill - Lemon Lavender

Ultrasonic Diffuser and Sleep Diffuser

Wholesale Single Wall Bay



PRODUCT FILL QUANTITIES

9 x Sleep Diffuser Starter Kit - Silver	12 x Ultrasonic Aroma Diffuser Starter Kit
9 x Sleep Diffuser Starter Kit - Bronze	12 x Ultrasonic Aroma Diffuser Refill - Clean Cotton®
18 x Sleep Diffuser Refill - Calm Night	12 x Ultrasonic Aroma Diffuser Refill - Midnight Jasmine
18 x Sleep Diffuser Refill - Peaceful Dreams	12 x Ultrasonic Aroma Diffuser Refill - Pink Sands
18 x Sleep Diffuser Refill - Starry Slumber	12 x Ultrasonic Aroma Diffuser Refill - Black Cherry
	12 x Ultrasonic Aroma Diffuser Refill - Lemon Lavender

Ultrasonic Diffuser and Sleep Diffuser

Reseller Lead Table



PRODUCT FILL QUANTITIES

10 x Sleep Diffuser Starter Kit - Silver	19 x Ultrasonic Aroma Diffuser Starter Kit
10 x Sleep Diffuser Starter Kit - Bronze	12 x Ultrasonic Aroma Diffuser Refill - Clean Cotton®
12 x Sleep Diffuser Refill - Calm Night	12 x Ultrasonic Aroma Diffuser Refill - Midnight Jasmine
12 x Sleep Diffuser Refill - Peaceful Dreams	12 x Ultrasonic Aroma Diffuser Refill - Pink Sands
12 x Sleep Diffuser Refill - Starry Slumber	12 x Ultrasonic Aroma Diffuser Refill - Black Cherry
	12 x Ultrasonic Aroma Diffuser Refill - Lemon Lavender

Ultrasonic Diffuser and Sleep Diffuser

Reseller Breakout Wall with Cabinet



PRODUCT FILL QUANTITIES

8 x Sleep Diffuser Starter Kit - Silver	16 x Ultrasonic Aroma Diffuser Starter Kit
8 x Sleep Diffuser Starter Kit - Bronze	16 x Ultrasonic Aroma Diffuser Refill - Clean Cotton®
12 x Sleep Diffuser Refill - Calm Night	16 x Ultrasonic Aroma Diffuser Refill - Midnight Jasmine
12 x Sleep Diffuser Refill - Peaceful Dreams	16 x Ultrasonic Aroma Diffuser Refill - Pink Sands
12 x Sleep Diffuser Refill - Starry Slumber	16 x Ultrasonic Aroma Diffuser Refill - Black Cherry
	16 x Ultrasonic Aroma Diffuser Refill - Lemon Lavender

Ultrasonic Diffuser and Sleep Diffuser

Reseller Single Wall Bay



PRODUCT FILL QUANTITIES	
8 x Sleep Diffuser Starter Kit - Silver	24 x Ultrasonic Aroma Diffuser Starter Kit
4 x Sleep Diffuser Starter Kit - Bronze	24 x Ultrasonic Aroma Diffuser Refill - Clean Cotton®
24 x Sleep Diffuser Refill - Calm Night	16 x Ultrasonic Aroma Diffuser Refill - Midnight Jasmine
24 x Sleep Diffuser Refill - Peaceful Dreams	16 x Ultrasonic Aroma Diffuser Refill - Pink Sands
24 x Sleep Diffuser Refill - Starry Slumber	24 x Ultrasonic Aroma Diffuser Refill - Black Cherry
	16 x Ultrasonic Aroma Diffuser Refill - Lemon Lavender

Ultrasonic Diffuser and Sleep Diffuser

Reseller Cash Desk



PRODUCT FILL QUANTITIES
17 x Ultrasonic Aroma Diffuser Starter Kit
12 x Ultrasonic Aroma Diffuser Refill - Clean Cotton®
12 x Ultrasonic Aroma Diffuser Refill - Midnight Jasmine
12 x Ultrasonic Aroma Diffuser Refill - Pink Sands
12 x Ultrasonic Aroma Diffuser Refill - Black Cherry
8 x Ultrasonic Aroma Diffuser Refill - Lemon Lavender

Filled Votives

Wholesale Double Wall Bay



FILLED VOTIVE FRAGRANCE ASSORTMENT EXAMPLE			
Original Wax Fragrances		Filled Votive Fragrances	
1	Clean Cotton®	1	Clean Cotton®
2	Coconut Beach	2	Coconut Splash
3	Warm Cashmere	3	Warm Cashmere
4	Vanilla Cupcake	4	Vanilla Cupcake
5	Tropical Breeze	5	Mango Ice Cream
6	Cinnamon Stick	6	The Last Paradise
7	Black Cherry	7	Cinnamon Stick
8	Pink Sands	8	Black Cherry
9	Lemon Lavender	9	Pink Sands
10	Ocean Air	10	Lemon Lavender
11	Midsummer's Night®	11	Beach Escape
		12	Midsummer's Night®

Top Tip

Merchandise the filled votives in a colour run that complements the original wax colour run

Filled Votives

Wholesale Single Wall Bay



PRODUCT FILL QUANTITIES			
3 Pack Filled Votive		Single Filled Votive	
8 x Clean Cotton®	8 x Cinnamon Stick	20 x Clean Cotton®	10 x Cinnamon Stick
8 x Coconut Beach	8 x Black Cherry	20 x Coconut Beach	20 x Black Cherry
8 x Warm Cashmere	8 x Pink Sands	10 x Warm Cashmere	20 x Pink Sands
8 x Vanilla Cupcake	8 x Lemon Lavender	20 x Vanilla Cupcake	10 x Lemon Lavender
8 x Mango Ice Cream	8 x Ocean Air	20 x Mango Ice Cream	20 x Ocean Air
8 x Tropical Breeze	8 x Midsummer's Night®	10 x Tropical Breeze	20 x Midsummer's Night®

PRODUCT FILL QUANTITIES			
3 Pack Filled Votive		Single Filled Votive	
8 x Clean Cotton®	8 x Cinnamon Stick	16 x Clean Cotton®	16 x Cinnamon Stick
8 x Coconut Beach	8 x Black Cherry	8 x Coconut Beach	8 x Black Cherry
8 x Vanilla Cupcake	8 x Wild Orchid	16 x Vanilla Cupcake	16 x Wild Orchid
8 x Warm Cashmere	8 x Lemon Lavender	8 x Warm Cashmere	8 x Lemon Lavender
8 x Vanilla Crème Brulee	8 x Ocean Air	16 x Vanilla Crème Brulee	16 x Ocean Air
8 x Tropical Breeze	8 x Midsummer's Night®	8 x Tropical Breeze	8 x Midsummer's Night®

Filled Votives

Reseller Double Wall Bay



FILLED VOTIVE FRAGRANCE ASSORTMENT EXAMPLE			
Original Wax Fragrances		Filled Votive Fragrances	
1	Clean Cotton®	1	Clean Cotton®
2	Coconut Splash	2	Soft Blanket
3	Warm Cashmere	3	Coconut Beach
4	Vanilla Cupcake	4	Vanilla Cupcake
5	Mango Ice Cream	5	Warm Cashmere
6	The Last Paradise	6	Vanilla Crème Brulee
7	Cinnamon Stick	7	Tropical Breeze
8	Black Cherry	8	Cinnamon Stick
9	Pink Sands	9	Red Raspberry
10	Lemon Lavender	10	Black Cherry
11	Beach Escape	11	Wild Orchid
12	Midsummer's Night®	12	Lemon Lavender
		13	Ocean Air
		14	Midsummer's Night®

Top Tip

Merchandise the filled votives in a colour run that complements the original wax colour run

Filled Votives

Reseller Breakout Wall with Cabinet



PRODUCT FILL QUANTITIES			
3 Pack Filled Votive		Single Filled Votive	
10 x Clean Cotton®	10 x Cinnamon Stick	16 x Clean Cotton®	16 x Cinnamon Stick
10 x Soft Blanket	10 x Red Raspberry	16 x Soft Blanket	16 x Red Raspberry
10 x Coconut Beach	10 x Black Cherry	16 x Coconut Beach	16 x Black Cherry
10 x Vanilla Cupcake	10 x Wild Orchid	16 x Vanilla Cupcake	16 x Wild Orchid
10 x Warm Cashmere	10 x Lemon Lavender	16 x Warm Cashmere	16 x Lemon Lavender
10 x Vanilla Crème Brulee	10 x Ocean Air	16 x Vanilla Crème Brulee	16 x Ocean Air
10 x Tropical Breeze	10 x Midsummer's Night®	16 x Tropical Breeze	16 x Midsummer's Night®

PRODUCT FILL QUANTITIES			
3 Pack Filled Votive		Single Filled Votive	
10 x Clean Cotton®	10 x Cinnamon Stick	16 x Clean Cotton®	16 x Cinnamon Stick
10 x Soft Blanket	10 x Red Raspberry	16 x Soft Blanket	16 x Red Raspberry
10 x Coconut Beach	10 x Black Cherry	16 x Coconut Beach	16 x Black Cherry
10 x Vanilla Cupcake	10 x Wild Orchid	16 x Vanilla Cupcake	16 x Wild Orchid
10 x Warm Cashmere	10 x Lemon Lavender	16 x Warm Cashmere	16 x Lemon Lavender
10 x Vanilla Crème Brulee	10 x Ocean Air	16 x Vanilla Crème Brulee	16 x Ocean Air
10 x Tropical Breeze	10 x Midsummer's Night®	16 x Tropical Breeze	16 x Midsummer's Night®

Outdoor Candle

Wholesale Nesting Table



PRODUCT FILL QUANTITIES			
Sparkling Lemongrass	Fresh Rain	Linden Tree Blossoms	Ocean Hibiscus
32 x Candle	32 x Candle	32 x Candle	32 x Candle

Outdoor Candle

Wholesale Ladder



PRODUCT FILL QUANTITIES			
Sparkling Lemongrass	Fresh Rain	Linden Tree Blossoms	Ocean Hibiscus
24 x Candle	24 x Candle	24 x Candle	24 x Candle

Outdoor Candle

Reseller Lead Table



PRODUCT FILL QUANTITIES			
Sparkling Lemongrass	Fresh Rain	Linden Tree Blossoms	Ocean Hibiscus
42 x Candle	35 x Candle	35 x Candle	42 x Candle

Outdoor Candle

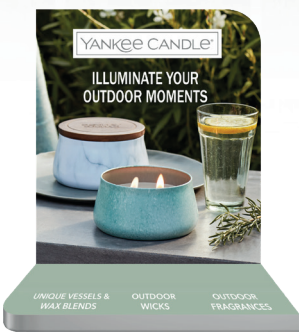
Reseller Breakout Wall with Ladder



PRODUCT FILL QUANTITIES			
Sparkling Lemongrass	Fresh Rain	Linden Tree Blossoms	Ocean Hibiscus
34 x Candle	34 x Candle	34 x Candle	34 x Candle

Outdoor Candle

Cash Desk



Product Glorifier

PRODUCT FILL QUANTITIES			
Sparkling Lemongrass	Fresh Rain	Linden Tree Blossoms	Ocean Hibiscus
12 x Candle	13 x Candle	13 x Candle	12 x Candle

Outdoor Candle

Limited Edition Fixture



PRODUCT FILL QUANTITIES			
Sparkling Lemongrass	Fresh Rain	Linden Tree Blossoms	Ocean Hibiscus
22 x Candle	22 x Candle	22 x Candle	22 x Candle

This Month We Love

Fragrance Overview

Original Fragrances

January



Baby Powder
Moonlit Blossoms

February



Home Sweet Home®
Fresh Cut Roses

March



A Calm & Quiet Place
Sunny Daydream

April



Cherry Blossom
Fluffy Towels

May



Red Raspberry
Vanilla

June



Seaside Woods
Coconut Splash

Home Fragrances

January



Melt Cups

February



Fragrance Spheres

March



Car Jar and Car Jar Ultimate

April



Hand Sanitiser &
Sidekick Auto Kits

May



Ultrasonic Refills

June



Sleep Diffuser Refills

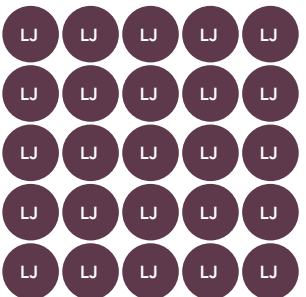
This Month We Love

Wholesale - Ladder

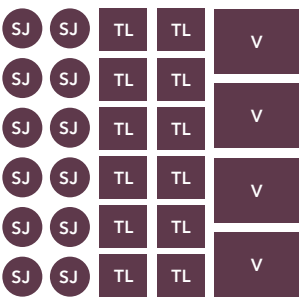


Stock layout overhead plan

Shelf 1



Shelf 2



Shelf 3



PRODUCT FILL QUANTITIES

Baby Powder

15 x Large Jar
15 x Medium Jar
8 x Small Jar
12 x Tea Lights
2 Boxes x Votives

Moonlit Blossoms

10 x Large Jar
10 x Medium Jar
8 x Small Jar
12 x Tea Lights
2 Boxes x Votives

This Month We Love

Wholesale - Double Wall Bay



Draw attention to
This Month We Love promo
with a spring wobblers.

This Month We Love

Reseller - Cash Desk



Product Glorifier

PRODUCT FILL QUANTITIES	
Baby Powder	Moonlit Blossom
3 x Large Jar	3 x Large Jar
3 x Medium Jar	3 x Medium Jar
6 x Small Jar	6 x Small Jar
2 Boxes x Votives	2 Boxes x Votives
2 Boxes x Wax Melts	2 Boxes x Wax Melts

PRODUCT FILL QUANTITIES	
Baby Powder	Moonlit Blossoms
6 x Large Jar	7 x Large Jar
4 x Medium Jar	3 x Medium Jar
10 x Small Jar	5 x Small Jar

This Month We Love

Reseller - Double Wall Bay



PRODUCT FILL QUANTITIES	
Baby Powder	Moonlit Blossom
4 x Large Jar	4 x Large Jar
4 x Medium Jar	4 x Medium Jar
8 x Small Jar	8 x Small Jar
2 Boxes x Votives	2 Boxes x Votives
2 Boxes x Wax Melts	2 Boxes x Wax Melts

This Month We Love

Reseller Cash Desk



PRODUCT FILL QUANTITIES	
Lemon Lavender	Clean Cotton®
28 x 100ml Bottle	28 x 100ml Bottle
28 x 250ml Bottle	28 x 250ml Bottle

This Month We Love

Wholesale - Multi Brand CDU

Sidekick Starter Kit
Example



Multi Brand CDY Header Graphic

This Month We Love

Wholesale - Double Wall Bay

Sleep Diffuser
Example



1 x A5 20% Off
Wobbler Graphic

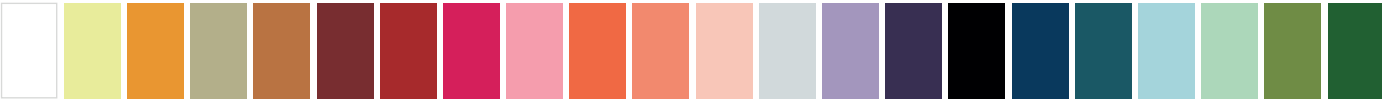


1 x A5 25% Off
Wobbler Graphic

Spring / Summer 2022 Colour Run

Original Fragrances

We recommend that our fragrances are displayed in a spectrum of colour. We refer to this as our 'Colour Run'. Even if you have only 11 fragrances, we advise you apply the below approach. The colour run below is a guide to use when displaying fragrances on your furniture.



 Clean Cotton®	 Wedding Day®	 NEW Sakura Blossom Festival	 Coconut Splash	 Angel's Wings	 Midnight Jasmine	 Fluffy Towels	 Soft Blanket	 Baby Powder	 Snow In Love	 Twinkling Lights	 Vanilla
 Warm Cashmere	 Seaside Woods	 All Is Bright	 Christmas Cookie	 Autumn Sunset	 Vanilla Cupcake	 Tropical Starfruit	 NEW Mango Ice Cream	 Farm Fresh Peach	 Cinnamon Stick	 Spiced Orange	 Black Cherry
 Crisp Campfire Apples	 Red Raspberry	 Christmas Eve	 Letters To Santa	 Red Apple Wreath	 Sparkling Cinnamon	 Home Sweet Home®	 NEW Sweet Plum Sake	 Merry Berry	 Christmas Magic	 Holiday Hearth	 NEW Tranquil Garden
 The Last Paradise	 Sunny Daydream	 Pink Sands™	 Snowflake Cookies	 Christmas Eve Cocoa	 Cherry Blossom	 Fresh Cut Roses	 Lemon Lavender	 NEW Berry Mochi	 Moonlit Blossoms	 Black Coconut	 Midsummer's Night®
 Mulberry & Fig Delight	 Beach Escape	 A Calm & Quiet Place	 NEW Majestic Mount Fuji	 Tree Farm Festival	 Evergreen Mist	 Vanilla Lime					

SS22 Wall Bay

Fragrance Assortments

1 DOUBLE WALL BAY /
11 FRAGRANCE PLANOGRAM



2 WALL BAY /
22 FRAGRANCE PLANOGRAM



SS22 Wall Bay

Fragrance Assortments

3 WALL BAY / 33 FRAGRANCE PLANOGRAM



Spring 2022	
Fragrance Assortment	Wax Melt Assortment
1 Clean Cotton®	1 Clean Cotton®
2 NEW Sakura Blossom Festival	2 Soft Blanket
3 Soft Blanket	3 Vanilla Cupcake
4 Warm Cashmere	4 Tropical Starfruit
5 Vanilla Cupcake	5 Seaside Woods
6 Black Cherry	6 Black Cherry
7 NEW Sweet Plum Sake	7 Red Raspberry
8 Pink Sands™	8 Pink Sands
9 Black Coconut	9 Lemon Lavender
10 Midsummer's Night®	10 Black Coconut
11 NEW Majestic Mount Fuji	11 Midsummer's Night®
	12 Vanilla Lime

Summer 2022	
Fragrance Assortment	Wax Melt Assortment
1 Clean Cotton®	1 Clean Cotton®
2 Soft Blanket	2 Soft Blanket
3 Warm Cashmere	3 Vanilla Cupcake
4 Vanilla Cupcake	4 Tropical Starfruit
5 NEW Mango Ice Cream	5 Seaside Woods
6 Black Cherry	6 Black Cherry
7 NEW Tranquil Garden	7 Red Raspberry
8 Pink Sands™	8 Pink Sands
9 NEW Berry Mochi	9 Lemon Lavender
10 Black Coconut	10 Black Coconut
11 Midsummer's Night®	11 Midsummer's Night®
	12 Vanilla Lime

Spring 2022	
Fragrance Assortment	Wax Melt Assortment
1 Clean Cotton®	1 Clean Cotton®
2 NEW Sakura Blossom Festival	2 Coconut Splash
3 Midnight Jasmine	3 Midnight Jasmine
4 Soft Blanket	4 Soft Blanket
5 Vanilla	5 Wedding Day®
6 Warm Cashmere	6 Vanilla Cupcake
7 Vanilla Cupcake	7 Tropical Starfruit
8 Cinnamon Stick	8 Warm Cashmere
9 NEW Chocolate Eggs	9 Seaside Woods
10 Black Cherry	10 Black Cherry
11 Red Raspberry	11 Red Raspberry
12 NEW Sweet Plum Sake	12 The Last Paradise
13 Sunny Daydream	13 Sunny Daydream
14 Pink Sands™	14 Pink Sands™
15 Cherry Blossom	15 Cherry Blossom
16 Lemon Lavender	16 Fresh Cut Roses
17 Dried Lavender & Oak	17 Lemon Lavender
18 Black Coconut	18 Black Coconut
19 Midsummer's Night®	19 Midsummer's Night®
20 NEW Majestic Mount Fuji	20 A Calm & Quiet Place
21 A Calm & Quiet Place	21 Beach Escape
22 Vanilla Lime	22 Vanilla Lime

Summer 2022	
Fragrance Assortment	Wax Melt Assortment
1 Clean Cotton®	1 Clean Cotton®
2 Midnight Jasmine	2 Coconut Splash
3 Fluffy Towels	3 Midnight Jasmine
4 Soft Blanket	4 Soft Blanket
5 Vanilla	5 Wedding Day®
6 Warm Cashmere	6 Vanilla Cupcake
7 Vanilla Cupcake	7 Tropical Starfruit
8 NEW Mango Ice Cream	8 Warm Cashmere
9 Cinnamon Stick	9 Seaside Woods
10 NEW Chocolate Eggs	10 Black Cherry
11 Black Cherry	11 Red Raspberry
12 Red Raspberry	12 The Last Paradise
13 NEW Tranquil Garden	13 Sunny Daydream
14 Sunny Daydream	14 Pink Sands™
15 Pink Sands™	15 Cherry Blossom
16 Cherry Blossom	16 Fresh Cut Roses
17 Lemon Lavender	17 Lemon Lavender
18 NEW Berry Mochi	18 Black Coconut
19 Black Coconut	19 Midsummer's Night®
20 Midsummer's Night®	20 A Calm & Quiet Place
21 A Calm & Quiet Place	21 Beach Escape
22 Vanilla Lime	22 Vanilla Lime

Spring 2022	
Fragrance Assortment	Wax Melt Assortment
1 Clean Cotton®	1 Clean Cotton®
2 Wedding Day®	2 Clean Cotton®
3 NEW Sakura Blossom Festival	3 Coconut Splash
4 Coconut Splash	4 Baby Powder
5 Midnight Jasmine	5 Fluffy Towels
6 Fluffy Towels	6 Midnight Jasmine
7 Soft Blanket	7 Midnight Jasmine
8 Vanilla	8 Angel Wings
9 Warm Cashmere	9 Soft Blanket
10 Seaside Woods	10 Wedding Day®
11 Vanilla Cupcake	11 Vanilla
12 Spiced Orange	12 Vanilla Cupcake
13 Cinnamon Stick	13 Tropical Starfruit
14 NEW Chocolate Eggs	14 Tropical Starfruit
15 Black Cherry	15 Warm Cashmere
16 Red Raspberry	16 Seaside Woods
17 Home Sweet Home®	17 Cinnamon Stick
18 NEW Sweet Plum Sake	18 Black Cherry
19 The Last Paradise	19 Black Cherry
20 Sunny Daydream	20 Crisp Campfire Apples
21 Pink Sands™	21 Red Raspberry
22 Cherry Blossom	22 The Last Paradise
23 Fresh Cut Roses	23 Sunny Daydream
24 Lemon Lavender	24 Pink Sands™
25 Dried Lavender & Oak	25 Pink Sands™
26 Moonlit Blossoms	26 Cherry Blossom
27 Black Coconut	27 Fresh Cut Roses
28 Midsummer's Night®	28 Lemon Lavender
29 Mulberry & Fig Delight	29 Dried Lavender & Oak
30 Beach Escape	30 Black Coconut
31 NEW Majestic Mount Fuji	31 Midsummer's Night®
32 A Calm & Quiet Place	32 Mulberry & Fig Delight
33 Vanilla Lime	33 A Calm & Quiet Place
	34 Beach Escape
	35 Vanilla Lime
	36 Vanilla Lime

Summer 2022	
Fragrance Assortment	Wax Melt Assortment
1 Clean Cotton®	1 Clean Cotton®
2 Wedding Day®	2 Clean Cotton®
3 Coconut Splash	3 Coconut Splash
4 Angel Wings	4 Baby Powder
5 Midnight Jasmine	5 Fluffy Towels
6 Fluffy Towels	6 Midnight Jasmine
7 Soft Blanket	7 Midnight Jasmine
8 Vanilla	8 Angel Wings
9 Warm Cashmere	9 Soft Blanket
10 Seaside Woods	10 Wedding Day®
11 Vanilla Cupcake	11 Vanilla
12 NEW Mango Ice Cream	12 Vanilla Cupcake
13 Spiced Orange	13 Tropical Starfruit
14 Cinnamon Stick	14 Tropical Starfruit
15 NEW Chocolate Eggs	15 Warm Cashmere
16 Black Cherry	16 Seaside Woods
17 Red Raspberry	17 Cinnamon Stick
18 Home Sweet Home®	18 Black Cherry
19 The Last Paradise	19 Black Cherry
20 NEW Tranquil Garden	20 Crisp Campfire Apples
21 Sunny Daydream	21 Red Raspberry
22 Pink Sands	22 The Last Paradise
23 Cherry Blossom	23 Sunny Daydream
24 Lemon Lavender	24 Pink Sands™
25 NEW Berry Mochi	25 Pink Sands™
26 Dried Lavender & Oak	26 Cherry Blossom
27 Moonlit Blossoms	27 Fresh Cut Roses
28 Black Coconut	28 Lemon Lavender
29 Midsummer's Night®	29 Dried Lavender & Oak
30 Mulberry & Fig Delight	30 Black Coconut
31 Beach Escape	31 Midsummer's Night®
32 A Calm & Quiet Place	32 Mulberry & Fig Delight
33 Vanilla Lime	33 A Calm & Quiet Place
	34 Beach Escape
	35 Vanilla Lime
	36 Vanilla Lime

Stores Layout Overview

The store's layout should be one of the key strategies in your success. Creating a well presented, inviting area of your store can influence the consumer to stop, shop, and enjoy the experience of their favourite brands.

Consumers prefer a pleasant store layout where the aisles are clear, POS is visible, and the products are merchandised effectively, making displays eye catching and products of the consumer's choice easy to find.

With a pleasant shopping environment, consumers are more likely to spend more time in store, browse for additional products and become regular shoppers. This contributing to increased footfall, sales and profitability.



Top Tips for a great store layout

Location - Inspire trial of new fragrances as well as customer favourites by out posting fixtures in high footfall areas.

Communication and Navigation - Is branding clearly visible and is furniture displaying the correct POS?

Best Sellers - Are bestsellers in a prominent position within their layouts and in clear view?

Seasonal and Trending - Freshen up your displays regularly, so they don't lose interest and merchandise with the seasons.

Replenishment - Is the product furniture fully replenished? Fill up any gaps, so shelves look full an attractive.

Stores Layout Overview

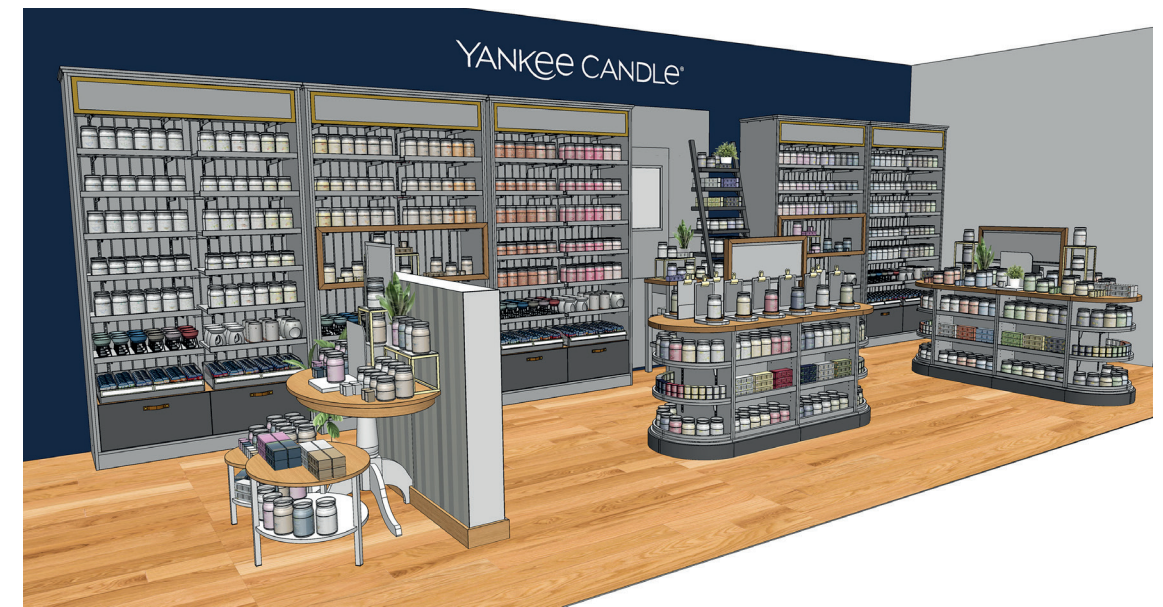
Why is replenishment important?

- It can define a consumer's shopping experience.
- Consumers are more likely to stop, browse and purchase from a display that's fully replenished.
- If a product is not on display, a consumer may assume that you do not stock it and may shop elsewhere.
- Optimised stock levels allows you to fulfil your consumer demands, With a greater sell through of full priced stock and a reduced rate of markdown, margins are protected and profits soar.

Wholesale Example



Reseller Example



Windows

The entrance to your store has the highest footfall, with windows having an average of 6 seconds to attract attention. While great products and excellent customer service can keep consumers coming back, your visual presentation and branding are going to be the elements that get people to walk into your store in the first place.

Q1 Sakura Blossom Festival



Q2 Sakura Blossom Festival



Outdoor Candle



Ultrasonic Diffuser



Windows

Below is an overview of window spot decals that have been designed for SS22 to support with promoting the collections. Window spot decals are available to download from DASH, our Digital Assets Storage House.



Q1 Sakura Blossom Festival Collection



Q2 Sakura Blossom Festival Collection



Sakura Blossom Festival Gift Sets



Ultrasonic Diffuser



Outdoor Collection

Visual Merchandising Tips

Here are 5 Top Tips to support you with window merchandising:

- 1. See it, buy it!**
Product in the window should be seen from the entrance as the consumer enters the store.
- 2. Key sight lines**
Decide on the key products of your display and position them in the consumer's eye-line. Make it easily visible, avoiding small items which may be overlooked.
- 3. Update your displays regularly**
Product within the window should be refreshed regularly in keeping with the Season's thematic.
- 4. Merchandise your space effectively**
Try to get the right balance of products, a cluttered window is less appealing to the eye, and products can often get lost.
- 5. Clean and Dust free**
Keep your display at its best by keeping the windows clean inside and out. A quick dust of your props and products will keep the window display looking at its best.

Furniture Overview

We recommend you use Yankee Candle® approved fixtures to display merchandise.



Double Wall Bay
Item Code: 1594402
Dimensions: H 2040 x W 1164 x D 400mm



Single Wall Bay
Item Code: 1594407
Dimensions: H 2040 x W 564 x D 400mm



Limited Edition Fixture
Extra shelves for the Limited Edition fixture are available on request
Item Code: 1672512
Dimensions: H 1550 x W 440 x D 450mm



Corner Graphic
Item Code: 1594416
Dimensions: H 2040 x W 500mm



Combination Fixture
Item Code: 1594419
Dimensions: H 1789.7mm x W 624.4mm x D 508mm



Double Sided Ladder
Item Code: 1594426
Dimensions: H 1600 x W 589 x D 553mm



Gondola
Item Code: 1594417
Dimensions: H 1491mm x W 1491mm x D 725mm



Gondola Trays
Item Code: 1594418
Dimensions: Each tray H 100 mm x W 979mm x D 342 mm



Product Glorifier
Available on request from your sales representative.
Dimensions: H 343mm x W 300mm x D 236mm



Nesting Tables
Large Table
Item Code: 15944230 / Dimensions: W 122 x D 61 x H92cm
Medium Table
Item Code: 1594424 / Dimensions: W 91.5 x D 46 x H79cm
Small Table
Item Code: 1594425 / Dimensions: W61 x D46 x H 63cm
Table Topper
Item Code: 1601956



Multi Brand CDU
Item Code: 1680265
Dimensions: H 504.34mm x W 336.6mm x D 287.6mm

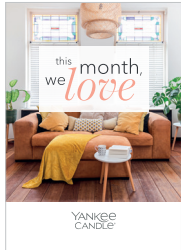
Point Of Sale

POS Available

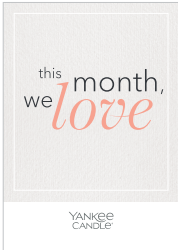
YC THIS MONTH WE LOVE 2021 GRAPHICS

Available on DASH

SKU 1719712: Graphics Pack Unpriced



2 x A4 Graphics



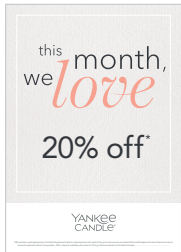
2 x Ladder Graphics



1 x Combination Fixture



SKU 1719715: Graphics Pack Priced



1 x A5 20% Off Graphic



1 x A5 25% Off Graphic



1 x A5 20% Off Wobbler Graphic



1 x A5 25% Off Wobbler Graphic

Available on DASH

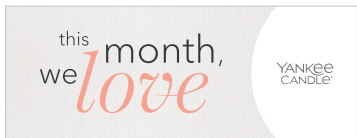
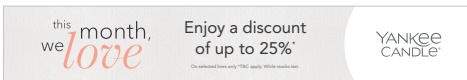


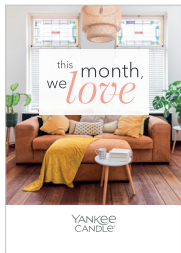
Table Graphics



Wall Bay Header Graphics



Window Graphic



Ladder Graphics



Product Glorifier

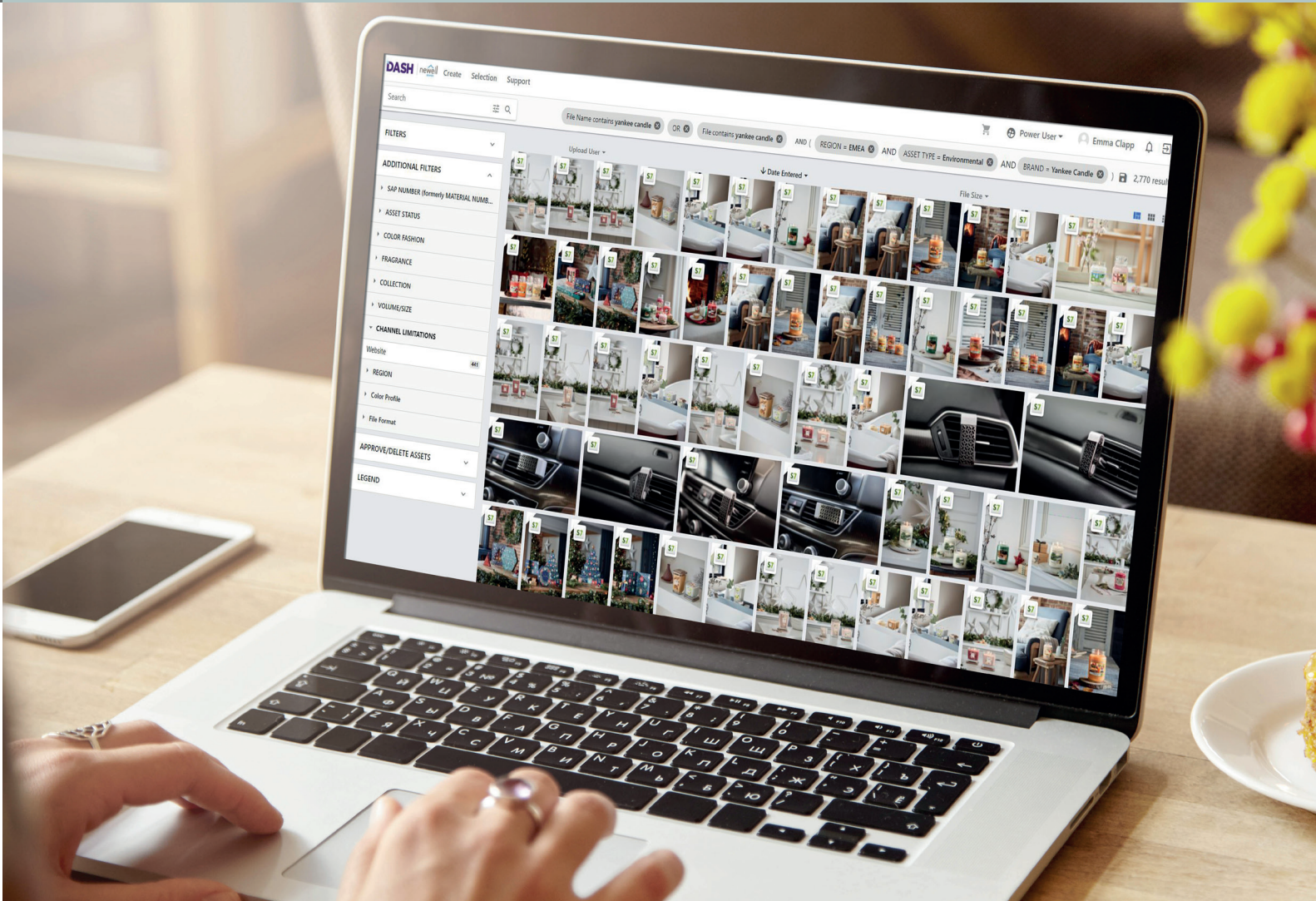


Shelving Tickets

1 x A5 20% Off Graphic

Discover DASH

(Digital Asset Storage House)



[DASH.NEWELLBRANDS.COM](https://dash.newellbrands.com)

Free marketing tools exclusively
for our wholesale customers

IT'S FAST,
EASY & FREE!

New users: please
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representatives for
registration
instructions.

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Yankee Candle® products right at your fingertips 24/7.
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materials for visual merchandising such as:

- Best Practice VM Guides
- Planograms
- Planogram Templates
- POS
- Product Displayer Graphics
- Window Designs



YANKEE CANDLE®

Yankee Candle Company (Europe) Ltd.,
Poplar Way East, Avonmouth, Bristol, BS11 0YH, United Kingdom

Yankee Candle s.r.o., Průmyslová zóna Joseph, Havraň u Mostu, 435 01, Czech Republic | Tel: 008 008 658 8466
Tel: +44 (0)117 316 1200 | Fax: +44 (0)117 316 1400 | Email: HFCustomerCare@newellco.com | www.yankeecandle.co.uk

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