

KRINGLE® CANDLEPOWER!

ILLUMINATING INSIGHTS FOR INCREASED SALES

HotPoint of the Month - YOU are Kringle's Best Ambassador



From birth, we must crawl before we walk, and walk before we run. Yet at Kringle Candle, we still felt our brand could instantly jump to the head of the line. Maybe it's because of our heritage. After all, we've traveled this road before, and travelled it well. But we have to admit we assumed there'd be a higher level of consumer awareness. We expected they would come into your store already knowing the Kringle Candle story. And if not, they'd "get it" the instant they saw our product. After all, we were offering something new, different and fresh, from the very same trusted American source that actually created the category of premium fragranced candles. But we're discovering that we need to tell them the story better. And that's the "crawl" piece in the building of our brand. As a Kringle reseller, you're our Brand Ambassador. We're counting on you to help share our story with your customers, who will then share it with their families and friends. And that's why we've created this CandlePower newsletter, along with the Brand Awareness Brochures

we're sending to all Kringle resellers. In one small, highly-informative piece, your staff and consumers can learn the Kringle story. Go "tell it on the mountain," and very quickly, Kringle sales will take a big step up in your store.

Spotlight on: The Brand Builder Countertop Display

This nifty and hyper-compact unit is a super Sales Starter. It sits right on the counter, table or even shelf, putting the product right in your face. It's the absolutely easiest way to sample Kringle fragrances in a high-impact, low-cost (for both you and your customers) format. Position one near your register; it uses just 1.35 sq ft of counter space, yet merchandises \$648 in retail product (216 DayLights at \$3 each). Two turns and you're at \$960 per foot! Invite customers to interact with the product. "Have you heard of Kringle Candle? They're a small company in rural Western Massachusetts started by the son of the founder of Yankee Candle." Then say, "They're white because white goes with everything! They burn brighter too. And the fragrances? Well, smell for yourself!" Smile, and your sale is made. That's it! A recipe for kick starting sales and building the brand. See this month's CandlePower Cash-in for a great offer on this versatile display unit.



CandlePower Cash-in

Here's the deal: Order 18 boxes of DayLights™ (12 pieces per box) @ \$18 each, plus the display, and get it all for \$350! A \$386 value! (Product cost: \$324; fixture cost: \$62)
Don't wait! Help your sales stand up and walk!