

Make Better Scents (and Cents and Dollars) with Touch of Scent Candles

Are you looking for an alternative to generic candles?

Do your customers complain that the scent of the candle changes when it is burning?

If you answer “yes”, it’s definitely time for you to discover that Touch of Scent candles make better sense.

Dear (Contact name):

When you think of candles today, you probably think of the ubiquitous Yankee Candle candles or cheap, mass-produced generics because that is all you can easily find. Now, however, you have the opportunity to introduce your customers to candles that make better scents. At Touch of Scent, a boutique candle company, we make and test burn all of our candles by hand, ensuring that the candle smells like the cold scent throw. Even our beeswax comes directly from a beekeeper – this way we are assured of the purity of the wax. And because we make all our candles by hand, we can create candles specifically for your business, rather trying to shoehorn your needs into whatever pre-made candles are available. Hand-crafted from start to finish, our candles bring a bright, warm light into your customers’ homes, lifting their spirits and creating a loyal clientele.

What does this mean for you?

- ✓ **Exclusive, custom candles that fit your image.** We will not sell to other retail stores in your area, nor sell your signature candles at our retail store.
- ✓ **High-quality candles that won’t burn with a tunneling effect or cause someone’s allergies to act up.** The pure beeswax and natural coloring process we use ensures this.
- ✓ **A minimal minimum order policy, with a quick turnaround.** Unlike major corporate conglomerates, we require small minimum orders, of only \$150. And our turnaround time is a mere 2–3 weeks during the non-holiday season.

But wait. How will I know what candles will best suit my business? Easy. As a small business, we can offer you personalized attention, which includes an initial appointment in which we’ll discover the candles, scents, and products that are right for your needs. As the number of scents and products we offer is numerous, and every person’s tastes are unique, your personal appointment will allow us to discuss your needs and preferences in order to determine which products will serve you best. I’ll even show you specialty products geared toward your business’ niche.

-Shirley Kratz
Owner, Touch of Scent

P.S. Set up an appointment before Christmas, and receive a FREE set of votive candles in the scent of your choice!