

INTRODUCING CANDELIZE:

REFILL AND CUSTOMIZE YOUR OWN SCENTED CANDLES IN MINUTES!

The idea, created by two young women in Sweden, is as elegant as it is brilliant: With a fragranced wax delivered in a stylish bag, Candelize offers the first refill solution for scented candles. Candelize makes it easy to re-use your favorite candle jars again and again with your fragrance of choice.

A simple idea

When Charlotte's husband one day wanted to refill her empty candle jars (no less than 28 of them) rather than buying new ones, it seemed like a good idea. But after scrutinizing the market with her friend Elsa Andrén, they realized that in order to refill their empty candle jars, they had to invent the product first. And with that the simple idea, Candelize was born. Charlotte and Elsa became business partners, spending the next year researching the market and developing their unique approach to scented candles.

Fragrance finally meets design

Their research quickly revealed two things: First, almost every home in Sweden has lots of empty jars around the house for pens, cotton pads, make up brushes, and the like. Second, that fragrance and design are the two most important aspects when you purchase a candle.

"A good quality scented candle can be quite expensive," says Elsa. "But sometimes you find a nice jar, and the fragrance is wrong. And sometimes you love the fragrance, but not the jar. Why can't you have the fragrance you want in a jar you like?"

Customized candle in minutes

With Candelize it takes only minutes to make the scented candle you want in the jar you want: Melt the wax in the bag in a microwave oven or a pan of boiling water, add the wick and pour the wax into the jar, - done!

Candelize uses an all natural ecosoya wax with a very low melting point, which makes it safe and easy to use in almost any heat-resistant jar. The wax holds a high volume of fragrance and the fine cotton wicks included in every bag are matched to the fragrance and wax.

"Candelize burns cleanly and evenly, offering minimum smoke and maximum indulgence," says Charlotte.

Less waste & half the price

Not only do Candelize offer a sustainable alternative to the throwaway kind, they come at a lower cost, too. Each bag makes two 150g candles or one sizeable 300g candle. At about half the price of a new premium brand equivalent.

"We are making premium quality scented candles much more affordable, says Elsa. "So everyone can celebrate having a beautifully fragranced home, every day!"

Six sophisticated fragrances

The first collection is available now at candelize.com and through selected interior stores. Candelize currently offers six fragrances created in collaboration with leading Swiss and French perfume houses. The choice of fragrances reflects the tastes of modern Scandinavian households.



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