

Yummi™

How you look, feel and live.



NEO·IMAGE™
CANDLELIGHT LTD.

YUMMI™ Portfolio



The Yummi™ Brand

1. New, **fresh**, fun, **recognizable**, and memorable
2. Differentiated and **eye popping** package design that will **stand out** on shelves
3. **Quality** products and great **selection**
4. Marketing that identifies with the consumer's **lifestyle**
5. The “viral” effect of the Yummi brand results in **unaided recall**
6. **Word-of-mouth** will stimulate awareness, interest, trial and adoption

= repeat traffic, sales and profits

Are Your Profits Yummi?

The Yummi™ brand is the result of extensive consumer research and 25 years experience in working with retailers. We know what consumers want, and we know how to develop and package a program that addresses your interest – the bottom line.

1. Multi-pack selling units

- Benefits:**
- Increase perceived value for customer
 - Drive higher average check-outs
 - Higher sales/sq.ft.
 - Drive higher profit margins

2. Fewer packaging units

- Benefits:**
- Minimize clutter
 - Minimize incorrect product placement
 - Neater shelves – more eye-catching and appealing
 - More effective overall merchandising

3. Larger packaging units/fewer overall units

- Benefits:**
- Easier handling
 - Faster restocking
 - Less maintenance
 - Strong bargaining tool when negotiating with rack jobbers

4. Large format selection/fewer fragrances

- Benefits:**
- Good selection of best sellers
 - Higher sales/sq.ft.
 - Faster turnover
 - Minimize slow movers

5. Only top selling formats and fragrances

- Benefits:**
- Most popular fragrances only
 - Universally demanded selection of formats
 - Maximize sales/sq.ft
 - Highest possible margins

6. Carefully designed package sizes

- Benefits:**
- Flexible merchandizing options
 - Minimize dead space
 - Maximize sales/sq.ft.
 - Higher profit margins



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YUMMI™ scented

scents of nature

relax

fun

enjoy life

serenity

scented Votives



YUMMI™ 8pk Scented Votive Candles (1.5" x 1.5")			
Item#	Scent	Color	UPC A
81000	First Snow	White	069998810008
81001	Vanilla	Ivory	069998810015
81002	Cranberry	Burgundy	069998810022
81003	Ocean Mist	Light Blue	069998810039
81006	Potpourri	Dusty Rose	069998810060
81008	Citrus Cup	Yellow	069998810084
81009	Evening Rain	Navy Blue	069998810091
81010	Woodlands	Hunter Green	069998810107
81011	Apple Cinnamon	Red	069998810114
Packs/Case: 24 • Case Weight: 22lbs • Case Cube: 0.70 • Burn Time: 8hrs			



Yummi™

Apple Cinnamon



Citrus Cup



Cranberry



Evening Rain



First Snow



Ocean Mist



Potpourri



Vanilla



Woodlands



scented Jars



YUMMI™ 2pk Scented Jar Candles (113g)			
Item#	Scent	Color	UPC A
24600	First Snow	White	069998246005
24601	Vanilla	Ivory	069998246012
24602	Cranberry	Burgundy	069998246029
24603	Ocean Mist	Light Blue	069998246036
24606	Potpourri	Dusty Rose	069998246067
24608	Citrus Cup	Yellow	069998246081
24609	Evening Rain	Navy Blue	069998246098
24610	Woodlands	Hunter Green	069998246104
24611	Apple Cinnamon	Red	069998246111
Packs/Case: 6 • Case Weight: 8lbs • Case Cube: 0.24 • Burn Time: 25hrs			



Apple Cinnamon



Citrus Cup



Cranberry



Evening Rain



First Snow



Ocean Mist



Potpourri



Vanilla



Woodlands



scented Tealites



YUMMI™ 30pk Scented Tealites			
Item#	Scent	Color	UPC A
01031	Vanilla	Ivory	069998010316
01032	Cranberry	Burgundy	069998010323
01033	Ocean Mist	Light Blue	069998010330
01036	Potpourri	Dusty Rose	069998010361
01038	Citrus Cup	Yellow	069998010385
01039	Evening Rain	Navy Blue	069998010392
01040	Woodlands	Hunter Green	069998010408
01041	Apple Cinnamon	Red	069998010415
01042	First Snow	White	069998010422
Packs/Case: 15 Case Weight: 15lbs Case Cube: 0.70 Burn Time: 4hrs			



Yummi™

Apple Cinnamon



Citrus Cup



Cranberry



Evening Rain



First Snow



Ocean Mist



Potpourri



Vanilla



Woodlands



scented Pillars



YUMMI™ 2pk Scented Pillar Candles (2.8" x 4")			
Item#	Scent	Color	UPC A
23400	First Snow	White	069998234002
23401	Vanilla	Ivory	069998234019
23402	Cranberry	Burgundy	069998234026
23403	Ocean Mist	Light Blue	069998234033
23406	Potpourri	Dusty Rose	069998234064
23408	Citrus Cup	Yellow	069998234088
23409	Evening Rain	Navy Blue	069998234095
23410	Woodlands	Hunter Green	069998234101
23411	Apple Cinnamon	Red	069998234118

Packs/Case: 6 • Case Weight: 8.5lbs • Case Cube: 0.32 • Burn Time: 40hrs



YUMMI™ 2pk Scented Pillar Candles (2.8" x 6")			
Item#	Scent	Color	UPC A
23600	First Snow	White	069998236006
23601	Vanilla	Ivory	069998236013
23602	Cranberry	Burgundy	069998236020
23603	Ocean Mist	Light Blue	069998236037
23606	Potpourri	Dusty Rose	069998236068
23608	Citrus Cup	Yellow	069998236082
23609	Evening Rain	Navy Blue	069998236099
23610	Woodlands	Hunter Green	069998236105
23611	Apple Cinnamon	Red	069998236112

Packs/Case: 6 • Case Weight: 13.5lbs • Case Cube: 0.46 • Burn Time: 60hrs





YUMMI™ 2pk Scented Pillar Candles (2.8" x 8")			
Item#	Scent	Color	UPC A
23800	First Snow	White	069998238000
23801	Vanilla	Ivory	069998238017
23802	Cranberry	Burgundy	069998238024
23803	Ocean Mist	Light Blue	069998238031
23806	Potpourri	Dusty Rose	069998238062
23808	Citrus Cup	Yellow	069998238086
23809	Evening Rain	Navy Blue	069998238093
23810	Woodlands	Hunter Green	069998238109
23811	Apple Cinnamon	Red	069998238116
Packs/Case: 6 • Case Weight: 18lbs • Case Cube: 0.67 • Burn Time: 80hrs			



Yummi™

Apple Cinnamon

Citrus Cup

Cranberry

Evening Rain

First Snow

Ocean Mist

Potpourri

Vanilla

Woodlands



YUMMI™ unscented

any occasion

ambience

any room

style



unscented Formals



YUMMI™ 8pk Unscented Formal Candles (7" x .75")		
Item#	Color	UPC A
80700	White	069998807008
80701	Ivory	069998807015
80702	Burgundy	069998807022
80703	Light Blue	069998807039
80704	Navy Blue	069998807046
80706	Dusty Rose	069998807060
80708	Yellow	069998807084
80710	Hunter Green	069998807107
80711	Red	069998807114
Packs/Case: 24 • Case Weight: 20lbs • Case Cube: 0.70 • Burn Time: 6hrs		

YUMMI™ 10pk Unscented Formal Candles (10" x .78")		
Item#	Color	UPC A
10100	White	069998101007
10101	Ivory	069998101014
Packs/Case: 12 • Case Weight: 24lbs • Case Cube: 0.83 • Burn Time: 9hrs		



DECOR

Yummi™



unscented Floating



YUMMI™ 3pk Unscented Floating Candles (2.8" x 2")		
Item#	Color	UPC A
23300	White	069998233203
23301	Ivory	069998233210
Packs/Case: 12 • Case Weight: 9lbs • Case Cube: 0.46 • Burn Time: 8hrs		



YUMMI™ 6pk Unscented Floating Candles (2.25" x 1.5")		
Item#	Color	UPC A
12620	White	069998126208
12621	Ivory	069998126215
Packs/Case: 12 • Case Weight: 9lbs • Case Cube: 0.72 • Burn Time: 6hrs		





YUMMI™ 20pk Unscented Micro Floaters (28g)		
Item#	Color	UPC A
12001	White	069998120008
12000	Ivory	069998120015
Packs/Case: 20 • Case Weight: 27lbs • Case Cube: 1.70 • Burn Time: 4hrs		



DECOR

Yummi™



unscented Votives



YUMMI™ 21pk Unscented Votive Candles (1.5" x 1.5")		
Item#	Color	UPC A
10210	White	069998102103
10211	Ivory	069998102110
Packs/Case: 12 • Case Weight: 20lbs • Case Cube: 0.83 • Burn Time: 10hrs		



unscented Spheres



YUMMI™ 3pk Unscented Sphere Candles (2.8")		
Item#	Color	UPC A
28300	White	069998283000
28301	Ivory	069998283017
Packs/Case: 12 • Case Weight: 12.5lbs • Case Cube: 0.67 • Burn Time:12hrs		



DECOR

Yummi™



unscented Tealites, Clear-L



YUMMI™ 30pk Unscented Tealite Candles		
Item#	Color	UPC A
01030	White	069998010309
Packs/Case: 15 • Case Weight: 18lbs • Case Cube: 0.70 • Burn Time: 4hrs		



YUMMI™ 50pk Unscented Tealite Candles		
Item#	Color	UPC A
00050	White	069998000508
Packs/Case: 24 • Case Weight: 40lbs • Case Cube: 1.70 • Burn Time: 4hrs		



YUMMI™ 100pk Unscented Tealite Candles		
Item#	Color	UPC A
00100	White	069998001009
Packs/Case: 12 • Case Weight: 40lbs • Case Cube: 1.70 • Burn Time: 4hrs		



ights & Mega Tealites



YUMMI™ 20pk Unscented Clear-Light Candles		
Item#	Color	UPC A
01020	White	069998102000
Packs/Case: 20 • Case Weight: 17lbs • Case Cube: 1.70 • Burn Time: 4hrs		



YUMMI™ 10pk Unscented Mega Tealite Candles		
Item#	Color	UPC A
1057	White	069998105708
Packs/Case: 20 • Case Weight: 27lbs • Case Cube: 1.70 • Burn Time:12hrs		



DECOR

Yummi™

WHITE



unscented Pillars



YUMMI™ 6pk Unscented Mini Pillar Candles (2.25" x 2")		
Item#	Color	UPC A
22520	White	069998225208
22521	Ivory	069998225215
Packs/Case: 12 • Case Weight: 14lbs • Case Cube: 0.65 • Burn Time: 16hrs		



YUMMI™ 3pk Unscented Pillar Candles (2.8" x 4")		
Item#	Color	UPC A
31040	White	069998310409
31041	Ivory	069998310416
Packs/Case: 4 • Case Weight: 8.5lbs • Case Cube: 0.32 • Burn Time: 40hrs		



YUMMI™ 3pk Unscented Pillar Candles (2.8" x 6")		
Item#	Color	UPC A
31060	White	069998310607
31061	Ivory	069998310614
Packs/Case: 4 • Case Weight: 13.5lbs • Case Cube: 0.40 • Burn Time: 60 hrs		





YUMMI™ 3pk Unscented Pillar Candles (2.8" x 8")		
Item#	Color	UPC A
31080	White	069998310805
31081	Ivory	069998310812
Packs/Case: 4 • Case Weight: 18.5 • Case Cube: 0.67 • Burn Time: 80hrs		



DECOR

Yummi™



How you look, feel and live.

Your Partner in Profits

For over 25 years, Neo-Image™ has been recognized as a leader in the industry, largely due to our reliability, longevity and ability to produce products quickly in large quantities and competitive prices. Today Neo-Image™ is leader in the industry, the reason: Our commitment to using high-speed, highly efficient manufacturing technologies. Technology and our ability to quickly retool gives us the flexibility required by our customers. Our wide range of quality products allows us to serve several key retail market segments. Innovative marketing programs and speed to market helps our customers compete and serve their customers with exceptional products and value. These are critical factors to our clients in a historically volatile industry where manufactures come and go. With 7 of 10 households buying candles and 2/3 burning them once a week or more, the \$2.5 billion market has tremendous potential for our customers.

Developing the right products at the right price with unwavering reliability and consistent quality are of paramount importance to our private label, wholesale and retail buyers – and ultimately to their customers. Our commitment to marketing research tells us what we need to know about changing consumer demands. We know what product, pricing, promotional and distribution strategies are working. And we share this intelligence with our customers. We even help our customers develop creative packaging and eye-catching displays that sell. Our customers enjoy success with our products. We help our customers generate repeat business, increased revenues and higher profit margins.

Revenue Management and Profit Optimization

It's not only about sales per square foot. It's about getting higher profit margins. And it starts with the production efficiencies we've perfected. We pass on those savings to distributors and retailers. Next, it's about package design, merchandizing and selection. We work with our customers to develop programs that sell. It's all about delivering the right product, in the right package, at the right price. Then repeating this formula for success.

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