



LINNEA

EST. 2009

SPRING · SUMMER 2021



LAURA CLER, PROPRIETOR

As a passionate explorer, world traveler, and adventurer, Laura has cultivated a deep appreciation for nature's beauty and hand-crafted materials. Having grown up in a multigenerational home, the value of heritage was ingrained into nearly every aspect of daily life - from tending the bountiful vegetable and flower gardens to cooking traditional family recipes from scratch. These lessons, coupled with her strong and nurturing upbringing, shaped Laura into the woman she is today. This emphasis on quality, integrity, and social consciousness serve as the pillars of Linnea's Lights®, which Laura created alongside her mother, and have now made their way into her own brand: LINNEA.

Laura - inspired by wanderlust, diverse cultures, and the extraordinary people with whom such travels have introduced her - continues to discover and share fragrances that will transport you to a different time and place in your life. The fragrance is personal, experienced by each unique individual in time.

THE METAMORPHOSIS

Dear Partners,

2020 has been a year of profound and meaningful change. Like many, we here at Linnea's Lights have been touched by 2020, and remain centrally inspired by a spirit of hope. From humble beginnings of hand-pouring candles in our basement, the running thread of our Swedish heritage and Midwestern values carries us through our metamorphosis into LINNEA.

Linnea's Lights has refined and evolved through excursions, travels, and experiences that come with life. In over a decade of bringing our beloved scents into countless homes and spaces, we realize we also became inter-woven into your stories. We delight in evoking precious memories and transporting you to faraway places.

LINNEA is the culmination of our most meaningful moments and collected experiences. Thoughtful living underpins our creative process as we expand and explore new horizons. Our design philosophy is founded on a culture of curiosity and creating beautiful experiences. We believe luxury is sustainable, if mindful and meant for all.

Warmly,

A handwritten signature in black ink, appearing to read "Laura", written in a cursive style.

OUR STORY

The beginning...

Founded in 2009 by Lynn Manley, Linnea's Lights® is a luxury brand of home fragrances built on a foundation of quality and craftsmanship. Our name is a tribute to our family's rich Swedish lineage and a nod to Sweden's national flower, Linnaea Borealis. In 2012, Lynn passed the baton to her daughter, Laura Cler, who continues to build a business focused on quality, integrity, and social consciousness. A world traveler, Laura has made her mark on Linnea's Lights®, most notably with the creation of collections and the elevation to LINNEA.

A commitment to quality, our tried and true method of creating artisanal candles for 10 years is what sets LINNEA apart. We emphasize quality over quantity and create objects of beauty with the finest ingredients. The difference is illuminating.

We believe in mindful candle making and doing business with integrity. We uphold high standards when sourcing often selecting materials from local independent suppliers where we have established trusted partnerships. Aside from our fragrance oils, our soy wax is domestically grown, and our packaging materials come from Midwest suppliers near our studio. Our candles are eco-friendly, cruelty-free, using all-natural cotton wicks, fine fragrances free from harsh chemicals and phthalates, and therapeutic grade essential oils. All paper packaging contains recycled content, and our quality glassware is recyclable, which we enthusiastically encourage. Our products are designed and packaged in our Midwest studio and every step involves the touch of human hands. We pay our team of artisans living wages and pride ourselves in creating a positive and uplifting working environment for our LINNEA team.



GIVING LIGHT

LINNEA focuses on being mindful and thoughtful in each step as candle makers. Apart from partnering with different causes like One Tree Planted®, Feeding America®, The Honeybee Conservancy®, Women for Women International®, National Breast Cancer Foundation, Inc®, BEAM®, The Loveland Foundation®, Conscious Kid® etc. throughout the year we continue to work with one special organization consistently.

Since 2013, all LINNEA candle vessels have been cleaned and wicked by Janus Developmental Services. Janus provides artistic and meaningful work for people with different abilities. Our Janus team is critical to the success of our business. We are honored to provide consistent work that builds confidence, provides a purpose, and helps those with different abilities achieve independence.





LINNEA
EST. 2007
BELGIAN
LINEN
100% Pure Linen / 100% Pure Linen



CLASSIC COLLECTION

Neutrally-designed, featuring a broad range of our most coveted fragrances, our Classic Collection allows you to create a customized sensorial experience that best suits your mood and space. Enjoy each fragrance on its own, or layer a few favorites for a more bespoke symphony of scent blends.



LINNEA
EST. 2009

PERSIAN
LIME

lime | neroli | nerissa



LINNEA
EST. 2009
CASHMERE
CANDLES

LINNEA
EST. 2009
CASHMERE
CANDLES

LINNEA
EST. 2009
BELGIAN
LINEN
CANDLES

LINNEA
EST. 2009
BELGIAN
LINEN
CANDLES

CLASSIC



Favorite sheets lay drying under the midday sun, the golden flax fields of Belgium, lazy Sunday mornings.



Soft and sensual cashmere drapes the skin, comforting warmth on a brisk day, memories of home.



Climbing wild jasmine, afternoon naps under a dense canopy of trees, golden ripe fruit just out of reach.



Cold tonic brimming with effervescence, a kick of spicy ginger, the punch and playful twist of citrus.



Available in:

- LARGE CANDLE | double cotton wick | grey glass vessel | wood matches | rolled edge container | 11 oz / 311 g e | 3.5" D x 4.875" H
- DIFFUSER | rattan reeds | grey glass vessel | foldover gift box | 6 fl oz / 177g e | 3.125" L x 3.5" W x 9"



Peruvian adventures, a solo quest for peace and harmony, the discovery of ancient healing rituals.

●



Crashing waves mist the air, a complex mineral of freshly-harvested salt from the Mediterranean, the pursuit for tranquility.

● ●



Heirloom bone China, afternoon tea for two, foggy morning walks along the Thames.

●



A gentleman's wardrobe, collected art and antiques, a well-worn club chair.

●



Elevated interiors, a minimalistic haven, solitude in meditation and spirituality.

● ●



SEASONAL COLLECTION

A delightful nod to the season's highlights, these thoughtful blends serve to stir and awaken the senses. Often evoking memories of the past or enhancing the experience of the present, this collection was designed to be treasured for years to come.





LINNEA
EST. 2008

CITRUS
GROVE
SWEET | ZESTY | UPLIFTING

SPRING



Sun-drenched citrus fruit, chilled Prosecco bubbling up, soaking in the afternoon's sunbeams.



Running barefoot through an open meadow, prairies of the Heartland, golden bales of hay shimmer in the distance.



Succulent Anjou pear, the blooming and fragrant freesia, a subtle spring breeze.



Fresh starts and new beginnings, summer romance, the ephemeral beauty of the peony.



Available in:

- LARGE CANDLE | double cotton wick | alabaster glass vessel | wood matches | rolled edge container | 11 oz / 311 g e | 3.5" D x 4.875" H
- PETITE CANDLE COFFRET | single cotton wick | clear glass vessel | trio coffret box | wood matches | 3 x 2.5 oz / 71 g e | 8.5" L x 3.5" h x 2.75" H



LINNEA
EST. 1989

PETALS

ROSE, JASMINE, VANILLA & AMBER







HERBAL COLLECTION

Inspired by rich soil between our fingers, hot sun on our backs, and the sweet tunes of honeybees and crickets, our Herbal Collection is a sensorial homage to mother nature. Let these blends transport you to an afternoon spent enjoying freshly-brewed iced teas on the porch, soaking in the sunshine without a care in the world.

HERBAL



Freshly-picked and dazzling green, the steeping of Moroccan mint tea, a sweet summer herb garden.



Straight from the vine, the taste of summer, and the toiling of earth passed down from generations.



Glorious fields of Provence, a beloved herb garden ripe with aromas, the traveler's quest for healing and peace.



Herbaceous and healing, a cleansing smudge ritual, the mystical deserts of the Southwest.



Available in:

- LARGE CANDLE | double cotton wick | alabaster glass vessel | wood matches || rolled edge container | 11 oz / 311 g e | 3.5" D x 4.875" H
- TERRAZZO CANDLE | single cotton wick | terrazzo vessel | self-contained packaging | 5 oz / 141 g e | 3" D x 2.75" H



LINNEA
EST 2009

HEIRLOOM
TOMATO

ripe tomato | green stem | salt





LINNEA
EST. 2009

CRUSHED
MINT

lemon zest | wild mint | siary sage

WHITE
SAGE

purple sage | siary sage | sage



LINNEA
EST. 2009

LAVENDER
ROSE

lavender | rose | sage

Q & A

What makes LINNEA different from other home fragrance brands?

Founded in 2009 by mother-daughter duo Lynn Manley and Laura Cler, LINNEA is a luxury brand of home fragrances built upon a foundation of both quality and craftsmanship. This unwavering commitment to quality - our tried and true method of creating artisanal candles and home fragrance experiences for more than a decade - is what sets LINNEA apart from other brands on the market.

LINNEA products are sourced with intention and mindfulness, focusing on supporting other small businesses and suppliers. Our candles are created using all-natural soy wax, 100% cotton wicks, and our reed diffusers are made with an environmentally-friendly, alcohol-free base. Both are expertly blended with the highest quality fragrances.

We emphasize quality over quantity, create objects of beauty with the finest ingredients, and care greatly about our employees and community. The difference is illuminating.

How do you pronounce your company name and what does it mean?

Linnea (le-NAY-uh) is a small pink mountain flower named after the famous Swedish naturalist Carl von Linné, who invented the classification of plants, animals, and all living things. Linnea is also a popular Swedish name given to girls and is the country's national flower. As a name deeply rooted in our founders' Swedish family heritage, we chose LINNEA as a tribute to our ancestors, the strong women who came before us and to pay homage to the beauty that exists in our natural surroundings.

What type of wax do you use in your candles?

There are many excellent wax mediums available for creating candles. At LINNEA, we choose to handcraft our candles using locally grown, natural soy wax from the Midwest. Soy wax is 100% natural and biodegradable, meaning it is both safe and clean for the environment. Soy wax also has a lower melting point, which allows it to burn slower and cooler, making it a sustainable American resource.

What type of material do you use for your wicks?

We use only 100% natural cotton braided wicks in every one of our candles.

What kind of fragrances do you use?

Our coveted, proprietary fragrance blends combine therapeutic-grade essential oils, naturals, and fine fragrances. All our products are eco-friendly, cruelty-free, and void of harsh chemicals, endocrine disruptors, and phthalates.

Our blends comply with the International Fragrance Association's safety and purity standards and all applicable international, federal, state, and local regulations.

What are the benefits of "small batch" candles? What does this mean, and why is it important?

LINNEA candles are hand-poured in small batches, which produces a highly fragrant product. By creating products in this artisanal way, we maximize our fragrance-to-wax concentration by limiting the amount of time our wax and fragrance remain in a molten state. This method prevents the fragrance from flashing off before being carefully hand-poured in our vessels.

Why do you double wick the large candle?

From our humble beginnings in 2009 as Linnea's Lights® to what is now LINNEA, we have utilized a double-wick system as it provides a pleasing scent throw and a clean, clear burn that uses all the wax without any tunneling. Additionally, our signature double wick ties back to the two L's that started our brand. When you see a double wicked soy candle with a LINNEA logo - this being a modern interpretation of the Swedish Linnea flower - you'll know you have an elegant, handcrafted candle that will please and inspire.

Is your packaging recyclable?

We use recyclable paper along with soy or water-based inks within all our packaging. While our vessel is not made from recycled glass, we strongly recommend recycling after the candle has been enjoyed. Since soy wax is all-natural, simply wash out the vessel with dish soap and warm water before recycling. Or, use our vessels as exceptional barware, flower vases, and lovely storage jars for cotton balls / swabs, makeup, pens, pencils, and much more.

Why don't you color your candles?

Simply put, we believe in enhancing one's surroundings through elegant fragrance - not decorating it with colored wax. As such, our containers are sophisticatedly-decorated with a matte finish allowing the glow of the candle to shine through.

What is the shelf life of your candles?

LINNEA candles and reed diffusers are made with all-natural bases and a high concentration of fragrance oils, so we recommend enjoying our products within one year of opening the original packaging.

Do you give to charitable organizations?

LINNEA focuses on being mindful and thoughtful in everything we do. We partner with a wide array of organizations on different causes throughout the year such as One Tree Planted®, Feeding America®, The Honeybee Conservancy®, Women for Women International®, National Breast Cancer Foundation, Girls Inc®, Colorectal Cancer Alliance, BEAM®, The Loveland Foundation®, Conscious Kid®, etc.

That said, we also continue to work with one special organization consistently: Janus Developmental Services, a group that provides artistic and meaningful work for people with different abilities. Since 2013, all LINNEA candle vessels have been cleaned and wicked by our Janus team, who are truly critical to the success of our business. We are honored to provide consistent work that builds confidence, provides a purpose, and helps those with different abilities achieve independence.

WHOLESALE

TERMS AND CONDITIONS

NEW CUSTOMERS

LINNEA is a wholesale company and sells to "the trade" only. By submitting an order, you are certifying that you are ordering for a legitimate business and are recognized at the federal and state level to make tax-exempt purchases for resale. We reserve the right to request a tax ID and to reject any application that we feel is not "bonafide."

ORDER MINIMUMS & TERMS OF PAYMENT

Orders must be placed in case pack quantities. All domestic and international orders are shipped under prepaid conditions. We accept Visa, Mastercard, American Express, and payment by direct deposit or ACH. Please note all credit cards will be charged at the time of shipment.

Order minimums are as follows:

- Opening orders are a minimum of \$450+
- Reorders are a minimum of \$200+

NET 30 TERMS OF CREDIT

Net 30 terms with a completed credit application are only available to domestic customers after three (3) prepaid invoices. The exception to this policy is only for the following industries: hotels and multi-point stores with a consolidated accounts payable department. Net 30 payments must be made by check or ACH only. We do not accept credit / debit cards for terms. Delinquent accounts are subject to a service charge of 3% on the past due balances starting 30 days after the date of invoice, as well as possible revocation of the Net 30 terms. If the need for collection arises, all collection fees are to be paid by the customer. There is also a \$25 fee for any returned checks.

TERRITORIES AND TERMS

We reserve the right to protect zip codes and / or areas within five (5) miles of active retail partners. LINNEA cannot guarantee all territory protection, but will research proximity to existing customers to the best of our ability per each new inquiry received. For an account to remain active and the aforementioned territories protected, an order must be placed at least once every six (6) months.

Partners with no account activity over a six (6) month period may be closed and subject to opening order minimums. We reserve the right to sell to another retail partner if terms are not met.

ONLINE RETAIL POLICY

We are currently limiting the number of US-based online-only retailers. If you are interested in selling online, please send a link of your store's website to wholesale@linneaandco.com. For approved online stores, product pricing must be MSRP. LINNEA may not be sold on Amazon.com, EBay.com, or any other unauthorized resale site. We reserve the right to revoke wholesale partnerships for all unauthorized reselling or pricing below MSRP.

SHIPPING

Orders are shipped prepaid via the LINNEA FedEx Ground account, but can honor third party shipping requests with a shipping or handling fee applied. Expedited or alternate shipping method requests must be approved prior and will incur additional handling charges. Since LINNEA products are handcrafted in small batches, please allow a two (2) to three (3) week turnaround from the time of order. During peak seasons and holiday times, lead time may be longer so please call for special accommodations should a faster turnaround time be needed. We reserve the right to halt shipments during periods of extreme heat and cannot guarantee the condition of candles or temperature sensitive products during such periods. If shipments are made during extreme heat conditions, additional packaging fees will be applied. For international orders, all orders are shipped F.O.B. Carmel, Indiana 46032.

CLAIMS

Freight damages are the responsibility of the carrier. Damages from shipping must be reported within five (5) days of the shipment's receipt, and requires a photograph of the damaged goods along with a full description emailed to wholesale@linneaandco.com. Keep all packaging materials and do not use the product(s) until the shipping issue has been documented with the carrier. LINNEA will file a carrier claim on your behalf. LINNEA will replace the damaged goods or issue a credit on a future order only. No refunds will be given.

RETURNS

At LINNEA, we take great pride in producing the highest quality products available. Slight variations are considered a part of the unique handcrafted process and are to be expected. If for any reason you are dissatisfied with your order, please contact us within five (5) days of receipt of your merchandise to resolve. Any unauthorized cancellations, refused orders, or returns will be charged a 20% restocking fee plus all freight charges.

PRICING

We respectfully request all LINNEA products be priced at or above our MSRP in your retail location or online store. Wholesale and MSRP prices are subject to change without notice. We reserve the right to revoke wholesale partnerships for pricing below MSRP.



CARMEL, IN 46032 317.324.4002
LINNEAANDCO.COM
@LINNEACO



LINNEA

EST. 2009

**WHOLESALE
SPRING + SUMMER 2021**

effective December 2020

SHIP TO

COMPANY _____

ADDRESS _____

CONTACT _____

PHONE _____

EMAIL _____

INVOICE / BILL TO

SAME AS SHIPPING

COMPANY _____

ADDRESS _____

CONTACT _____

PHONE _____

STATUS

NEW ORDER REORDER

PO # _____

ORDER DATE _____ SHIP DATE _____

CREDIT CARD NET 30

ALL CUSTOMERS PAY BY CC / WE ACCEPT VISA, MC AND AMEX
NET 30 REQUIRES APPROVAL

PAYMENT INFORMATION

NAME _____

CARD # _____

EXPIRATION _____ CVC CODE _____

BILLING ZIP _____

SIGNATURE _____

LINNEA CANDLES ARE HANDMADE IN SMALL BATCHES. FROM ORDER DATE, PLEASE ALLOW A MINIMUM TWO- TO THREE-WEEK TURNAROUND FOR SHIPMENT.
MINIMUM ORDERS ARE AS FOLLOWS: CLASSIC, SEASONAL, HERBAL: \$200+ REORDERS; \$450+ NEW ORDERS

CLASSIC COLLECTION - candles

PRODUCT	SIZE	ITEM SKU	\$ SRP	\$ EACH	# PER CASE	\$ PER CASE	# OF CASES	\$ SUBTOTAL	TESTER SKU	\$ PER UNIT	# OF UNITS	\$ SUBTOTAL
BELGIAN LINEN	TWO-WICK CANDLE	11 oz	CLS-BEL-CAN-11_6PPK	38.00	19.00	6	114.00		CLS-BEL-CAN-11_TST	13.00		
CASHMERE	TWO-WICK CANDLE	11 oz	CLS-CAS-CAN-11_6PPK	38.00	19.00	6	114.00		CLS-CAS-CAN-11_TST	13.00		
NECTAR	TWO-WICK CANDLE	11 oz	CLS-NEC-CAN-11_6PPK	38.00	19.00	6	114.00		CLS-NEC-CAN-11_TST	13.00		
PERSIAN LIME	TWO-WICK CANDLE	11 oz	CLS-PLI-CAN-11_6PPK	38.00	19.00	6	114.00		CLS-PLI-CAN-11_TST	13.00		
SACRED SMOKE	TWO-WICK CANDLE	11 oz	CLS-SMK-CAN-11_6PPK	38.00	19.00	6	114.00		CLS-SMK-CAN-11_TST	13.00		
SEA SALT	TWO-WICK CANDLE	11 oz	CLS-SLT-CAN-11_6PPK	38.00	19.00	6	114.00		CLS-SLT-CAN-11_TST	13.00		
TEA ROOM	TWO-WICK CANDLE	11 oz	CLS-TEA-CAN-11_6PPK	38.00	19.00	6	114.00		CLS-TEA-CAN-11_TST	13.00		
VINTAGE	TWO-WICK CANDLE	11 oz	CLS-VIN-CAN-11_6PPK	38.00	19.00	6	114.00		CLS-VIN-CAN-11_TST	13.00		
WOOD HOUSE	TWO-WICK CANDLE	11 oz	CLS-WHO-CAN-11_6PPK	38.00	19.00	6	114.00		CLS-WHO-CAN-11_TST	13.00		
\$									\$			

CLASSIC COLLECTION - diffusers

PRODUCT	SIZE	ITEM SKU	\$ SRP	\$ EACH	# PER CASE	\$ PER CASE	# OF CASES	\$ SUBTOTAL	TESTER SKU	\$ PER UNIT	# OF UNITS	\$ SUBTOTAL
BELGIAN LINEN	DIFFUSER	6 oz	CLS-BEL-DIF_6PPK	46.00	23.00	6	138.00		CLS-BEL-DIF_TST	16.00		
CASHMERE	DIFFUSER	6 oz	CLS-CAS-DIF_6PPK	46.00	23.00	6	138.00		CLS-CAS-DIF_TST	16.00		
NECTAR	DIFFUSER	6 oz	CLS-NEC-DIF_6PPK	46.00	23.00	6	138.00		CLS-NEC-DIF_TST	16.00		
PERSIAN LIME	DIFFUSER	6 oz	CLS-PLI-DIF_6PPK	46.00	23.00	6	138.00		CLS-PLI-DIF_TST	16.00		
SEA SALT	DIFFUSER	6 oz	CLS-SLT-DIF_6PPK	46.00	23.00	6	138.00		CLS-SLT-DIF_TST	16.00		
WOOD HOUSE	DIFFUSER	6 oz	CLS-WHO-DIF_6PPK	46.00	23.00	6	138.00		CLS-WHO-DIF_TST	16.00		
\$									\$			

SPRING COLLECTION - candles

PRODUCT	SIZE	ITEM SKU	\$ SRP	\$ EACH	# PER CASE	\$ PER CASE	# OF CASES	\$ SUBTOTAL
CITRUS GROVE	TWO-WICK CANDLE	11 oz SPR-CIT-CAN-11_6PPK	38.00	19.00	6	114.00		
FIELDS	TWO-WICK CANDLE	11 oz SPR-FLD-CAN-11_6PPK	38.00	19.00	6	114.00		
FREESIA	TWO-WICK CANDLE	11 oz SPR-FRE-CAN-11_6PPK	38.00	19.00	6	114.00		
PETALS	TWO-WICK CANDLE	11 oz SPR-PTL-CAN-11_6PPK	38.00	19.00	6	114.00		
VOTIVE COFFRET	3 VOTIVE CANDLES	3 x 2.5 oz SPR-CAN-2.5-TRIO_6PPK	42.00	21.00	6	126.00		
								\$

TESTER SKU	\$ PER UNIT	# OF UNITS	\$ SUBTOTAL
SPR-CIT-CAN-11_TST	13.00		
SPR-FLD-CAN-11_TST	13.00		
SPR-FRE-CAN-11_TST	13.00		
SPR-PTL-CAN-11_TST	13.00		
N/A			
			\$

HERBAL COLLECTION - candles

PRODUCT	SIZE	ITEM SKU	\$ SRP	\$ EACH	# PER CASE	\$ PER CASE	# OF CASES	\$ SUBTOTAL
CRUSHED MINT	TWO-WICK CANDLE	11 oz HRB-MNT-CAN-11_6PPK	38.00	19.00	6	114.00		
	TERRAZZO	5 oz HRB-MNT-CAN-TER_4PPK	22.00	11.00	4	44.00		
LAVENDER ROSEMARY	TWO-WICK CANDLE	11 oz HRB-LAV-CAN-11_6PPK	38.00	19.00	6	114.00		
	TERRAZZO	5 oz HRB-LAV-CAN-TER_4PPK	22.00	11.00	4	44.00		
HEIRLOOM TOMATO	TWO-WICK CANDLE	11 oz HRB-TOM-CAN-11_6PPK	38.00	19.00	6	114.00		
	TERRAZZO	5 oz HRB-TOM-CAN-TER_4PPK	22.00	11.00	4	44.00		
WHITE SAGE	TWO-WICK CANDLE	11 oz HRB-SAG-CAN-11_6PPK	38.00	19.00	6	114.00		
	TERRAZZO	5 oz HRB-SAG-CAN-TER_4PPK	22.00	11.00	4	44.00		
								\$

TESTER SKU	\$ PER UNIT	# OF UNITS	\$ SUBTOTAL
HRB-MNT-CAN-11_TST	13.00		
N/A			
HRB-LAV-CAN-11_TST	13.00		
N/A			
HRB-TOM-CAN-11_TST	13.00		
N/A			
HRB-SAG-CAN-11_TST	13.00		
N/A			
			\$

ORDER GRAND TOTAL (PRODUCTS + TESTERS)	\$
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