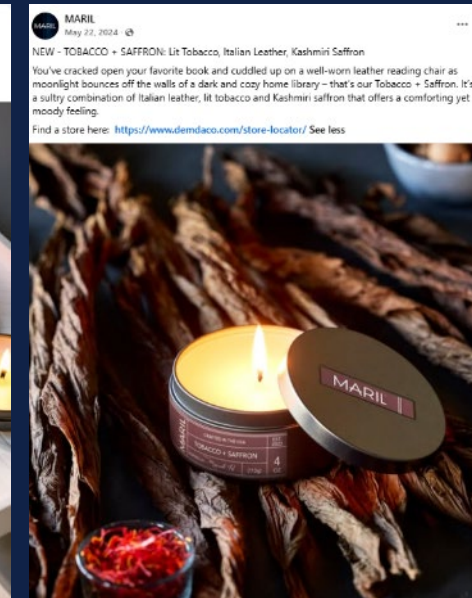
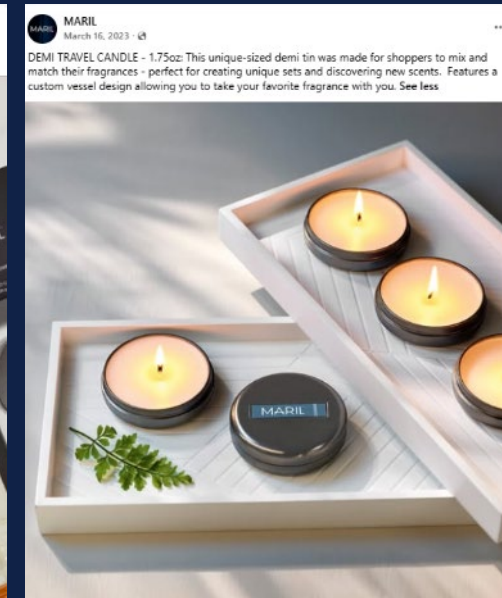
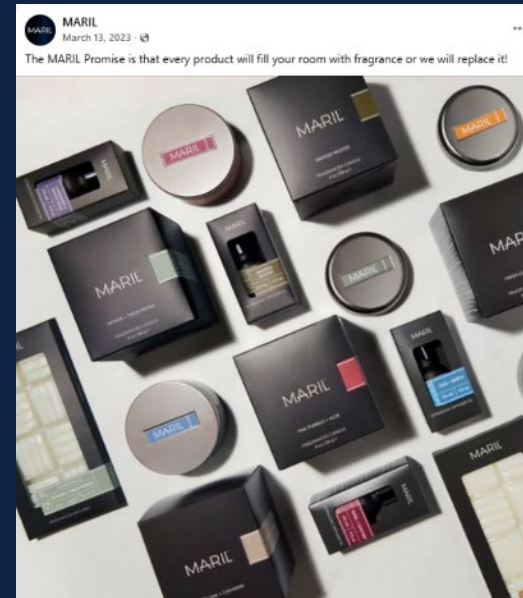
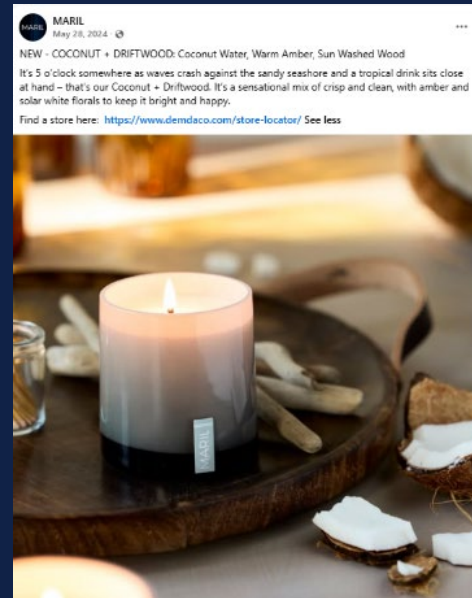




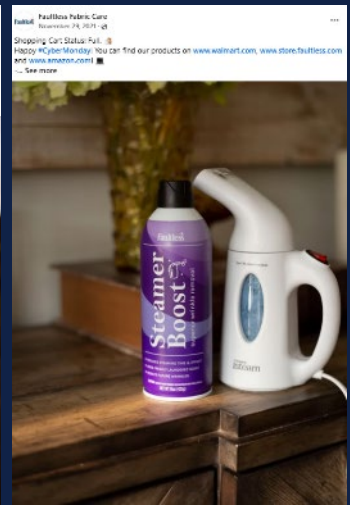
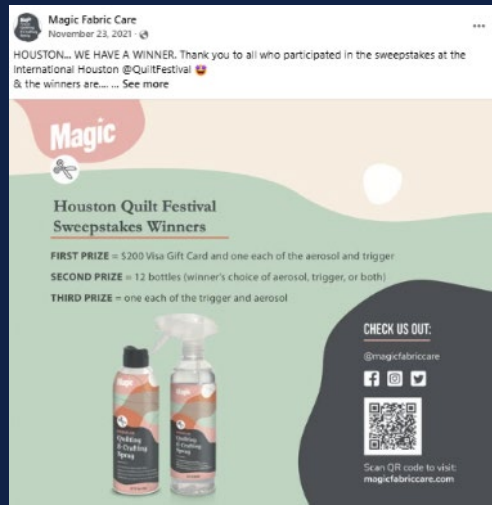
SOCIAL MEDIA & EMAIL MARKETING

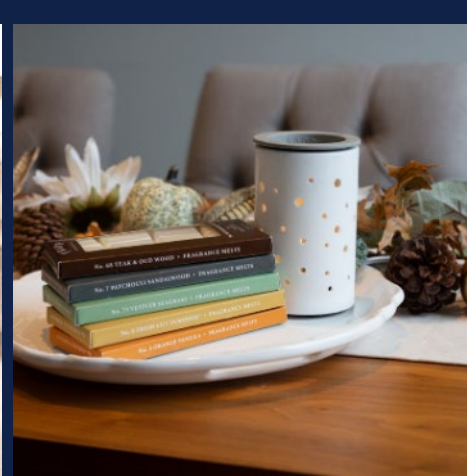
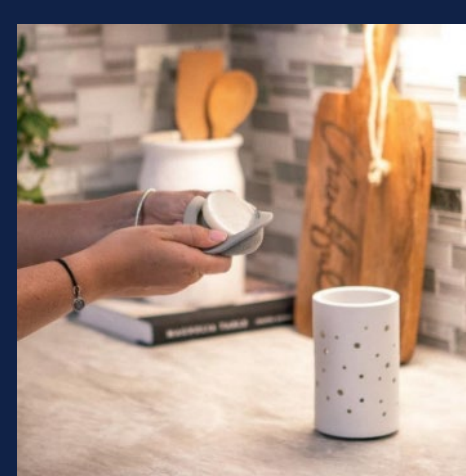
MARIL for DEMDACO



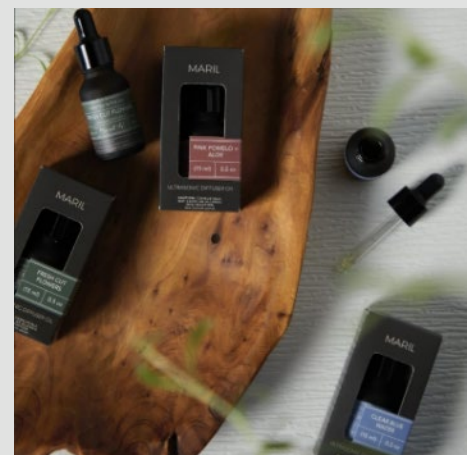
SOCIAL MEDIA: FACEBOOK VISUALS & CONTENT

Faultless Brands





SOCIAL MEDIA: INSTAGRAM VISUALS & CONTENT



SOCIAL MEDIA: VIDEOS



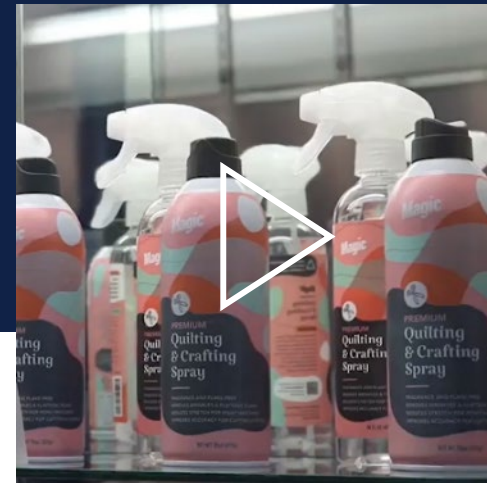
Instagram video collage with graphic overlay focused on brand's unique selling proposition.



Instagram video collage with graphic overlay focused on Mother's Day promotion.



LinkedIn video documentary of AmericasMart Gift & Home Trade Show featuring new Trapp showroom and brand redesign.



LinkedIn video documentary of Houston Quilt Festival featuring new Magic fabric care products targeted for quilters.



LinkedIn unboxing video of Trapp + Build-A-Bear™ collaboration for Valentine's Day themed gift box.

EMAIL MARKETING: B2C

Increased engagement with consumer-centric & exclusive promotions.



Buy any 4 Seasonal Candles receive a 5th Seasonal Candle FREE

Buy any 4 Seasonal Melts receive a 5th Seasonal Melt FREE

and receive FREE shipping on your entire order!

NO LIMIT - ORDERS CAN INCLUDE BOTH OFFERS IF YOU HAVE CANDLE AND MELT LOVERS ON YOUR GIFT LIST!

FRAGRANCE FAN CLUB ONLY!

TRAPP
FRAGRANCES

Exclusive Offer

BUY A MELT WARMER, RECEIVE
20% OFF
YOUR ENTIRE PURCHASE

SHOP NOW WITH CODE **FFCWARMUP20**

TRAPP
FRAGRANCES

Welcome to
A BOLD, NEW
EXPERIENCE

FRAGRANCES
FIRST

We invite you to follow along and celebrate our refresh. We are releasing a variety of new Trapp products to make sure your space feels as full of life as you are.

PREVIEW COLLECTION

TRAPP
FRAGRANCES

Now Shipping

Experience the new Trapp Fragrances.
Products available to ship now.

SHOP NOW

EMAIL MARKETING: B2B



Any Seasonal Collection Package order that ships by July 23rd will receive an additional 30 days on the invoice terms.

applies to seasonal collection only | account must qualify for terms and be in good standing

Download your seasonal materials here:

[Seasonal Order Form](#)

[How to Merchandise Seasonal & Promotional Calendar](#)



FALL 2021 Gift with Purchase Promotion

Select:

- 8 Cases of Melts (12/case, \$48/case)
- 3 Cases of Melt Warmers (4/case, \$60/case)

Receive:

Discount on invoice equal to **wholesale value of \$95**
(Retail \$195.50)

- 1 of the 8 Cases of Melts (12) for in-store promotion below \$48
- 1 Individual Melt Warmer to use as tester/demo in-store \$15
- 8 Individual Melts to use with Melt Warmer as testers in-store (fragrances will match the 8 cases of melts ordered) \$32

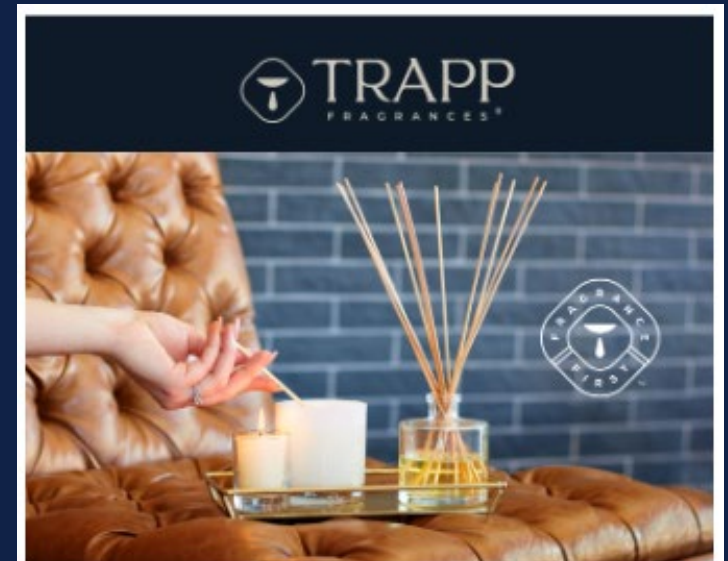
Run the Following In-Store Promotion:

Buy one (1) Melt Warmer, Get one (1) Fragrance Melt FREE.

[DOWNLOAD PROMO ORDER FORM](#)

[PLACE ORDER ONLINE](#)

[VIEW GRAPHIC LIBRARY](#)



Join us in Atlanta

We've doubled the size of our AmericasMart Atlanta showroom with a variety of new Trapp products! Visit our showroom during the Spring Market and receive a **FREE Melt Warmer and two Fragrance Melts!**

*Must be accompanied by an opening order for new retailers.

#ATLMKT SHOWROOM
Building 2 | No. 719



CAN'T MAKE IT IN PERSON?

Preview our remodeled showroom online.

[WATCH VIDEO](#)