



TRAPP  
FRAGRANCES®

2022 January Catalog



# A BRAND NEW LOOK

*on your shelves*

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More than any other element of décor, a candle is a sign of life. With ingredients sourced from the highest-quality botanicals, our products deliver an exceptional sensory experience.





## ENERGIZE YOUR SPACE WITH NEW FRAGRANCES



### Ginger Sage

GINGER ROOT  
GARDEN SAGE  
LEMON TEA

Rejuvenate your space with notes of crisp ginger root, freshly picked sage, and bush lemon. This calm and soothing herbal blend evokes a relaxing day at the spa.



### Lemon Leaf & Basil

MEYER LEMON  
SWEET BASIL  
WILD LILY

Envision yourself in the middle of an herb garden at sunset. The combination of aromatic basil, Meyer lemon, and wild lily on the breeze creates a refreshing and comforting atmosphere.



# CANDLES

Elevate your environment by filling a room with premium Trapp fragrances. These fragrant candles feature a soy wax blend for a cleaner burn to enhance your fragrance experience.



## 7 OZ POURED CANDLE

Trapp luxury candles are among the most fragrant candles on the market, guaranteed to fill a room with fragrance. Our 7oz poured candles come in an elegant white glass vessel and burn for up to 50 hours. This size is now offered in either our iconic house-shaped box or signature gift-box.



## 16 OZ 3-WICK POURED CANDLE

Luxurious fragrance blends to energize and rejuvenate your space with our new 3-wick candle. Our 3-wick candle is poured in a beautiful white glass vessel, burns for approximately 70 hours and comes packaged in a unique matte gold hinged gift box.

## 3.75 OZ SMALL POURED CANDLE

The 3.75 oz. size burns for up to 30 hours of your favorite fragrance or the chance to try something new.



## 2 OZ VOTIVE CANDLE

The perfect way to try the brand or a new fragrance. The votive candle burns for an impressive 15-20 hours. Drop it in your favorite vessel, light it and wait for your room to fill with fragrance.



*More than just candles*

NEW!

## ULTRASONIC DIFFUSER OIL

Experience your favorite Trapp fragrances in a brand-new way. Adjust the fragrance intensity by adding more or less drops of oil to your favorite ultrasonic diffuser. Our Ultrasonic Diffuser Oils are available in several of our best-selling fragrances.



NEW!

## HOME FRAGRANCE MIST

Enjoy your favorite aroma on demand. The fine mist is guaranteed to fill a room with fragrance and is TSA-approved so that you can bring your favorite luxury room spray wherever you may go. Trapp luxury mists are packaged in a beautiful frosted glass bottle which emits a fine mist that is formulated to make a lasting impression.



## FRAGRANCE MELTS

Experience your favorite fragrance without the flame. Get creative and mix two or more fragrances together to create custom combinations—to make your space truly your own. Providing up to 30 hours of premium fragrance, our wax melts are some of the most fragrant on the market.



## REED DIFFUSER

With Trapp luxury reed diffusers, you can enjoy your favorite fragrance all day. Adjust the intensity of fragrance by adding or removing reeds. Perfect for any space in your home or store in a closet for fresh-smelling sheets, clothes, and towels.



# Retailer Support



## F.I.T.

### A Committed Partnership

This model is the foundation to optimize your product mix, ensure a successful launch, and enable ongoing support of the Trapp brand in your store.

## FRAGRANCE

Stores that are the most successful with Trapp consistently stock 16-24 of the best-selling fragrances. This assortment gives you the ability to appeal to more of your shoppers.

## ITEMS

Poured candles are the foundation of the Trapp brand. Choose your poured candles first. Complete your product mix by adding votives, fragrance mists, diffusers, and melts. Adding two or more products in at least eight fragrances will increase your probability of success.

## TESTERS

Testers in store are the #1 reason consumers buy the Trapp brand. A burning tester is how they try the brand initially and why they purchase additional fragrances.

## S.T.E.P.S.

### How to Successfully Merchandise Trapp

#### SHELVING

We recommend shelving by item and in numerical order. Keeping things organized in this way increases multiple unit transactions and provides a consistent shopping experience. This system is easier to maintain and take inventory—reducing your out-of-stocks.

#### TESTERS

Keep 2 sets of testers on hand. You should keep one pristine, unlit set for every fragrance on your display. The second set should be used to light a tester daily as part of your store routine—rotating through all the fragrances you have available.

#### EDUCATION

Teach your shoppers and employees about what makes Trapp Fragrances unique—with our unparalleled fragrance load and custom soy wax blend, Trapp guarantees to fill a room with fragrance (even a vote!) Your employees should try our products so they can recommend from personal experience.

#### PRICING

The most successful everyday pricing strategy is for multiple unit sales. (e.g. 2 for \$XX or 3 for \$XX) This pricing structure increases spend per transaction, improves sales per case, and creates faster inventory turns. It also encourages gift-giving and increased use in home.

#### SOCIAL MEDIA/ADVERTISING

Using social media platforms to advertise is inexpensive and highly effective! Our provided Graphics Library will equip you with content that highlights fragrances, new product releases, promotions, and positive reviews to help drive traffic to your store. Don't forget to tag us!



Trapp Retailer Login  
(Access Graphics Library)



@trappfragrances | #trappfragrances

- |                         |                          |                         |
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| 13 Bob's Flower Shoppe™ | 60 Jasmine Gardenia      | 76 Watermint Eucalyptus |
| 14 Mediterranean Fig    | 63 Peony Rosewater       | 77 Palo Santo           |
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## FLORAL

08

**Fresh Cut Tuberose®**FRENCH TUBEROSE  
HEADY WHITE FLORALS  
FRESH GREEN NOTES

A tropical white flower with an intense, heady floral fragrance—like gardenia only more powerful. Bold floral and green notes blend to create a distinct, memorable fragrance.

13

**Bob's Flower Shoppe™**FRESH FLORALS  
CUT GREEN STEMS  
WATERY ACCORDS

Imagine walking into an open-air flower market—you are enveloped by the fragrance of freshly cut florals and green stems with water droplets on each petal.

25

**Lavender de Provence®**FRENCH LAVENDER  
CLARY SAGE  
VANILLA ORCHID

A true lavender, found only in Provence, the lavender capital of the world. Relax and unwind with this aromatic blend that includes subtle notes of clary sage and blooming vanilla orchids.

60

**Jasmine Gardenia**GARDENIA  
NIGHT-BLOOMING JASMINE  
HINT OF HONEYSUCKLE

Said to be one of the most fragrant flowers in the world, jasmine is classic and sophisticated. With heart notes of gardenia and a hint of honeysuckle, this fragrance creates an exquisite, timeless aroma.

63

**Peony Rosewater**WILD PEONY  
ROSEWATER  
WOODY MUSK

Just like the perfect peony, this fragrance is elegant and timeless. Experience the energy that comes from a room full of fresh flowers, featuring notes of rosewater and woody musk.

75

**Hibiscus Prosecco**HAWAIIAN HIBISCUS  
RIPE POMELO  
VANILLA HONEY

An intoxicating fusion of Hawaiian hibiscus and ripe pomelo is paired with fruity prosecco. Vanilla-infused honey adds warmth and balance to this floral indulgence.

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## FRUITY

04

### Orange Vanilla

BRAZILIAN ORANGE  
TAHITIAN VANILLA  
TONKA BEAN

Crisp notes of Brazilian orange are softened with rich Tahitian vanilla to create a smooth and comforting fragrance. Tonka bean adds dimension that elevates the other notes.

14

### Mediterranean Fig

TUSCAN FIG  
FRESH MELON  
BLONDE WOODS

As sophisticated as it is fruity, this fragrance is reminiscent of a fresh fig ripened in the warm Tuscan sun. Fresh melon and blonde woods add a layer natural freshness.

24

### Wild Currant

RED CURRANT  
CASSIS NOIR  
SPANISH MOSS

This tart berry fragrance derives its unique profile from the combination of wild red and black currants. Spanish moss adds depth with green, earthy dry-down notes.

64

### Coconut Blossom

WHITE LOTUS  
ORANGE BLOSSOM  
COCONUT MILK

Creamy coconut milk and lush orange blossoms create this exotic and tropical fragrance. With delicate notes of white lotus flowers, you'll be left daydreaming of a far away island.

72

### Amalfi Citron

CAPRI LEMON  
TROPICAL FRUITS  
SPARKLING CHAMPAGNE

A blend of sparkling citrus and sun-warmed tropical fruits pair with champagne to create a lively fragrance. The notes capture the spirit of the breathtaking Amalfi Coast—famous for cultivating citrus fruits atop terraced seaside gardens.

79

### Lemon Leaf & Basil

MEYER LEMON  
SWEET BASIL  
WILD LILY

Envision yourself in the middle of an herb garden at sunset. The combination of aromatic basil, Meyer lemon, and wild lily on the breeze creates a refreshing and comforting atmosphere.

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## EARTHY

07

### Patchouli Sandalwood

ASIATIC PATCHOULI  
SANDALWOOD  
CEDAR

A fragrance that fills any space with the scent of nature. Asiatic patchouli is complemented by sandalwood and cedar for an earthy, balanced experience.

21

### Amber & Bergamot

AROMATIC BERGAMOT  
WARM AMBER  
CASHMERE WOODS

A smooth, velvety combination of aromatic bergamot and sultry amber. Cashmere woods compliment this fragrance to fill your room with a unique warmth.

39

### Sexy Cinnamon®

NATURAL CINNAMON  
AROMATIC SPICES  
BALSA WOOD

Sultry, smooth, and sophisticated—cinnamon like you've never experienced before. Aromatic spices mix with balsa to create an exotic, woody fragrance.

68

### Teak & Oud Wood

BURMESE TEAK  
OUD WOOD  
MADAGASCAR VANILLA

The complex natures of both teak and oud wood create a modern combination of dark woody and sophisticated sweet notes. Madagascar vanilla and tonka bean balance out this fragrance to create a smooth and spicy aroma.

74

### Tabac & Leather

FRENCH TOBACCO  
GRAIN LEATHER  
WOODY INCENSE

Immerse yourself in a comforting blend of rich, smoky aromas. Within the calming incense lie hearty notes of French tobacco and grain leather. Tonka and oud complete the earthy feel.

77

### Palo Santo

PERUVIAN PALO SANTO  
OAKMOSS  
KASHMIRI SAFFRON

Cleanse, purify, and channel your inner tranquility with this calming blend. Warm, woody notes of palo santo are accented by earthy, fresh oakmoss and exotic Kashmiri saffron.

10

**Lemongrass  
Verbena**

ASIAN LEMONGRASS  
BRAZILIAN VERBENA  
INDONESIAN VANILLA

The crisp citrus notes of Asian lemongrass are complemented by the aromatic Brazilian verbena leaves and softened with base notes of vanilla to fill the room with a warm and balanced fragrance.

20

**Water®**

FRESH OZONE  
AQUEOUS NOTES  
WHITE FLORALS

Ozonic, watery notes dominate while white florals create a sophisticated, clean base that uplifts you with its fresh and energizing spirit.

28

**Bamboo  
Citrus**

JAPANESE BAMBOO  
WHITE GRAPEFRUIT  
RAW SUGAR CANE

Top notes feature a lively burst of white grapefruit balanced by a dusting of raw sugar cane. These combine with the fresh, green notes of bamboo to create a mood elevating experience.

73

**Vetiver  
Seagrass**

OZONE  
SATSUMA MANDARIN  
FRESH VETIVER

The warm, woody character of vetiver is brightened by ozonic notes and salty seagrass. Top notes of Satsuma mandarins, grapefruit, and currant give this fragrance the perfect balance of crisp greens, fresh air, and luscious fruits.

76

**Watermint  
Eucalyptus**

EUROPEAN WATERMINT  
FRESH EUCALYPTUS  
INDIAN SANDALWOOD

Cool and invigorating, this aromatic blend brings an instant feeling of energy and freshness. The herbal notes of mint and eucalyptus are combined with fresh florals and warm woods for a balanced, natural fragrance.

78

**Ginger  
Sage**

GINGER ROOT  
GARDEN SAGE  
LEMON TEA

Rejuvenate your space with notes of crisp ginger root, freshly picked sage, and bush lemon. This calm and soothing herbal blend evokes a relaxing day at the spa.

2022 SEASONAL  
COLLECTION:  
COMING SUMMER

Cherish the coziness of the season with notes of bourbon vanilla, cinnamon sticks, Autumn leaves, and frasier fir. These nostalgic fragrances will bring you back to festive traditions with friends and family.



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