

MAX BENJAMIN

COLLECTIONS 2020

www.maxbenjamin.com

MAX BENJAMIN

Irish owned Max Benjamin is run by siblings Mark, David and Orla Van den Bergh in their studio in County Wicklow. Named after Orla's twin boys, Max and Ben, the company began producing hand poured, natural wax candles in the early '90s.

Max Benjamin's unique collections are appreciated around the world for their contemporary design, quality craftsmanship and the use of natural ingredients.

Max Benjamin est une marque irlandaise dirigée par les frères Mark et David Van den Bergh et leur soeur Orla, dans leur studio du Comté de Wicklow. Le nom de la marque vient des fils jumeaux d'Orla, Max et Ben, et la société commença à fabriquer des bougies naturelles faites main au début des années 1990.

Les collections uniques Max Benjamin sont appréciées tout autour du monde pour leur design contemporain, qualité artisanale et leurs ingrédients naturels.

Max Benjamin è un'impresa familiare irlandese, gestita dai due fratelli Mark e David Van den Bergh, insieme alla sorella Orla, nella loro sede nella Contea di Wicklow. L'azienda, che prende nome dai due bambini gemelli di Orla, Max e Ben, produce candele in cera naturale versate a mano sin dagli anni 90.

Le collezioni Max Benjamin sono apprezzate in tutto il mondo per il design contemporaneo, la qualità artigianale e l'utilizzo di prodotti naturali.

Max Benjamin ist ein irisches Unternehmen, geführt von den Geschwistern Mark, David und Orla Van den Bergh aus ihrem Studio in der Grafschaft Wicklow. Der Markenname stammt von Orlas Zwillingssöhnen, Max und Ben und das Unternehmen begann Anfang der neunziger Jahre mit der Herstellung von handgemachten Naturkerzen.

Max Benjamins einzigartige Kollektionen werden auf der ganzen Welt für ihr zeitgemäßes Design, ihre hochwertige Verarbeitung und die Verwendung natürlicher Inhaltsstoffen geschätzt.

Mark & David Van den Bergh



HANDMADE
IN
IRELAND



NATURAL WAX CANDLES ~ ALCOHOL FREE DIFFUSERS

MAX BENJAMIN

TRIPLE MILLED SOAP

TRIPLE MILLED SOAP WITH A BASE OF OLIVE
AND COCONUT OIL. PALM FREE

HAND CREAM

MOISTURISING NATURAL HAND CREAM WITH
SHEA BUTTER. PARABEN FREE



MAX BENJAMIN

TRIPLE MILLED SOAP



FRENCH LINEN WATER
TRIPLE MILLED SOAP 200G
CODE MB-SB9



WHITE POMEGRANATE
TRIPLE MILLED SOAP 200G
CODE MB-SB17



LEMONGRASS & GINGER
TRIPLE MILLED SOAP 200G
CODE MB-SB3



PINK PEPPER
TRIPLE MILLED SOAP 200G
CODE MB-SB37



DODICI
TRIPLE MILLED SOAP 200G
CODE MB-SB12

MAX BENJAMIN

HAND CREAM



FRENCH LINEN WATER
HAND CREAM 75ML
CODE MB-HC9



WHITE POMEGRANATE
HAND CREAM 75ML
CODE MB-HC17



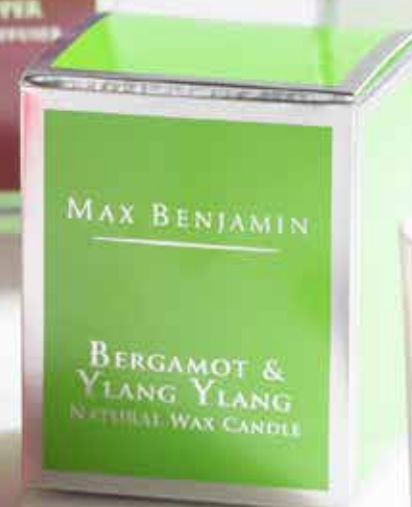
LEMONGRASS & GINGER
HAND CREAM 75ML
CODE MB-HC3



PINK PEPPER
HAND CREAM 75ML
CODE MB-HC37



DODICI
HAND CREAM 75ML
CODE MB-HC12



MAX BENJAMIN

CLASSIC

OUR ORIGINAL AND MOST LOVED COLLECTION

MAX BENJAMIN

CLASSIC

BERGAMOT & YLANG YLANG



DIFFUSER
150ML

CODE MB-D36

DIFFUSER REFILL
300ML

CODE MB-DRL36

BLUE AZURE



DIFFUSER
150ML

CODE MB-D26

DIFFUSER REFILL
300ML

CODE MB-DRL26

BLUE FLOWERS



DIFFUSER
150ML

CODE MB-D27

DIFFUSER REFILL
300ML

CODE MB-DRL27



SCENTED CANDLE
190G

CODE MB-C36

SCENTED CARD

CODE MB-CARD36



SCENTED CANDLE
190G

CODE MB-C26

SCENTED CARD

CODE MB-CARD26



SCENTED CANDLE
190G

CODE MB-C27

SCENTED CARD

CODE MB-CARD27

CANDLES BURN FOR 40 HOURS MINIMUM. DIFFUSERS LAST 4 MONTHS APPROXIMATELY.

MAX BENJAMIN

CLASSIC

TRUE LAVENDER



DIFFUSER
150ML
CODE MB-D6

DIFFUSER REFILL
300ML
CODE MB-DRL6



SCENTED CANDLE
190G
CODE MB-C6

SCENTED CARD
CODE MB-CARD6

FRENCH LINEN WATER



DIFFUSER
150ML
CODE MB-D9

DIFFUSER REFILL
300ML
CODE MB-DRL9



SCENTED CANDLE
190G
CODE MB-C9

SCENTED CARD
CODE MB-CARD9

WHITE POMEGRANATE



DIFFUSER
150ML
CODE MB-D17

DIFFUSER REFILL
300ML
CODE MB-DRL17



SCENTED CANDLE
190G
CODE MB-C17

SCENTED CARD
CODE MB-CARD17

CANDLES BURN FOR 40 HOURS MINIMUM. DIFFUSERS LAST 4 MONTHS APPROXIMATELY.

MAX BENJAMIN

CLASSIC

LEMONGRASS & GINGER



DIFFUSER
150ML
CODE MB-D3

DIFFUSER REFILL
300ML
CODE MB-DRL3

GRAPEFRUIT & POMELO



DIFFUSER
150ML
CODE MB-D2

DIFFUSER REFILL
300ML
CODE MB-DRL2

MIMOSA & SWEET AMBER



DIFFUSER
150ML
CODE MB-D15

DIFFUSER REFILL
300ML
CODE MB-DRL15



SCENTED CANDLE
190G
CODE MB-C3

SCENTED CARD
CODE MB-CARD3



SCENTED CANDLE
190G
CODE MB-C2

SCENTED CARD
CODE MB-CARD2



SCENTED CANDLE
190G
CODE MB-C15

SCENTED CARD
CODE MB-CARD15

CANDLES BURN FOR 40 HOURS MINIMUM. DIFFUSERS LAST 4 MONTHS APPROXIMATELY.

MAX BENJAMIN

CLASSIC

PINK PEPPER



DIFFUSER
150ML

CODE MB-D37

DIFFUSER REFILL
300ML

CODE MB-DRL37

ROSE & CHAMPAGNE



DIFFUSER
150ML

CODE MB-D38

DIFFUSER REFILL
300ML

CODE MB-DRL38

DODICI



DIFFUSER
150ML

CODE MB-D12

DIFFUSER REFILL
300ML

CODE MB-DRLZZ 12



SCENTED CANDLE
190G

CODE MB-C37

SCENTED CARD

CODE MB-CARD37



SCENTED CANDLE
190G

CODE MB-C38

SCENTED CARD

CODE MB-CARD38



SCENTED CANDLE
190G

CODE MB-C12

SCENTED CARD

CODE MB-CARD12

CANDLES BURN FOR 40 HOURS MINIMUM. DIFFUSERS LAST 4 MONTHS APPROXIMATELY.

MAX BENJAMIN

CLASSIC

VISUAL MERCHANDISING GUIDELINES



- Each diffuser and candle fragrance must always have a tester on display.
- Diffuser tester bottles must be opened with reeds placed in the fragrance oil, positioned in the way shown in the picture.
- Candles testers must always have lids placed on top of each one to protect from dust and to maintain clean appearance on the wax.
- Candles can be stacked 2 high maximum, if necessary.
- Diffuser refill bottles can also be 2-3 wide per fragrance where necessary.
- Pricing tickets must only be placed on the base of the product and never on the front, top, sides or back.
- Collection specific POS material should always be on display.
- Each collection should be displayed on a separate unit.
- Placement of products:

Diffusers on top shelf.

Scented candles directly below.

Scented cards below scented candles.

Diffuser refill bottles below scented cards.

Always place in matching fragrance/colour sequence left to right as indicated below and 3 to 4 deep depending on how deep the shelves are.

Fragrance/colour sequence left to right as follows (if not all fragrances are stocked maintain the same sequence without the missing fragrances):

- BERGAMOT & YLANG YLANG
- BLUE AZURE
- BLUE FLOWERS
- TRUE LAVENDER
- FRENCH LINEN WATER
- WHITE POMEGRANATE
- LEMONGRASS & GINGER
- GRAPEFRUIT & POMELO
- MIMOSA & SWEET AMBER
- PINK PEPPER
- ROSE & CHAMPAGNE
- DODICI

POINT OF SALE



TESTER



A5 STRUT CARD

CODES: ENGLISH MB-POSEN / FRENCH MB-POSFR / GERMAN MB-POSDE / ITALIAN MB-POSIT / DUTCH MB-POSND / SWEDISH MB-POSSW



GIFT BAGS

SMALL 180MM X 220MM CODE MB-POS5
LARGE 300MM X 200MM CODE MB-POS4



SILVER CANDLE LID

CODE MB-LID

MAX BENJAMIN

CANDLE REFILLS

190G CANDLE REFILLS FOR OUR CLASSIC
COLLECTION CANDLES. MADE WITH OUR
UNIQUE NATURAL WAX BLEND.

REMOVE FROM CUP AND PLACE IN OUR
190G WHITE GLASS CONTAINERS.
DO NOT LIGHT IN CUP



SUSTAINABLE CHOICE

MAX BENJAMIN

CANDLE REFILLS



BERGAMOT & YLANG YLANG
CANDLE REFILL 190G
CODE MB-CR36



BLUE AZURE
CANDLE REFILL 190G
CODE MB-CR26



BLUE FLOWERS
CANDLE REFILL 190G
CODE MB-CR27



TRUE LAVENDER
CANDLE REFILL 190G
CODE MB-CR6



FRENCH LINEN WATER
CANDLE REFILL 190G
CODE MB-CR9



WHITE POMEGRANATE
CANDLE REFILL 190G
CODE MB-CR17



LEMONGRASS & GINGER
CANDLE REFILL 190G
CODE MB-CR3



GRAPEFRUIT & POMELO
CANDLE REFILL 190G
CODE MB-CR2



MIMOSA & SWEET AMBER
CANDLE REFILL 190G
CODE MB-CR15



PINK PEPPER
CANDLE REFILL 190G
CODE MB-CR37



ROSE & CHAMPAGNE
CANDLE REFILL 190G
CODE MB-CR38



DODICI
CANDLE REFILL 190G
CODE MB-CR12

CANDLES BURN FOR 40 HOURS MINIMUM.



MAX BENJAMIN

PROVENCE

WALKING THROUGH PURPLE FIELDS, HERB MARKETS AND FRUIT FESTIVALS, ENJOY THE WONDROUS AROMAS WE HAVE CREATED FROM THIS EXCEPTIONAL REGION OF FRANCE.

AMALFI

FRAGRANCES INSPIRED BY ONE OF THE WORLD'S MOST BEAUTIFUL, COLOURFUL AND FRAGRANT COASTLINES.

MAX BENJAMIN

PROVENCE

HERBES SAUVAGES



DIFFUSER 150ML

CODE MB-PVD5



DIFFUSER REFILL 150ML

CODE MB-PVDR5



SCENTED CANDLE 190G

CODE MB-PVC5



SCENTED CARD

CODE MB-CARDPV5



DIFFUSER 150ML

CODE MB-PVD4



DIFFUSER REFILL 150ML

CODE MB-PVDR4



SCENTED CANDLE 190G

CODE MB-PVC4



SCENTED CARD

CODE MB-CARDPV4



DIFFUSER 150ML

CODE MB-PVD6



DIFFUSER REFILL 150ML

CODE MB-PVDR6



SCENTED CANDLE 190G

CODE MB-PVC6



SCENTED CARD

CODE MB-CARDPV6

MAX BENJAMIN

AMALFI

FIORI ROSA



DIFFUSER 150ML

CODE MB-AD3



DIFFUSER REFILL 150ML

CODE MB-ADR3



SCENTED CANDLE 190G

CODE MB-AC3



SCENTED CARD

CODE MB-CARDA3



DIFFUSER 150ML

CODE MB-AD1



DIFFUSER REFILL 150ML

CODE MB-ADR1



SCENTED CANDLE 190G

CODE MB-AC1



SCENTED CARD

CODE MB-CARDA1



DIFFUSER 150ML

CODE MB-AD2



DIFFUSER REFILL 150ML

CODE MB-ADR2



SCENTED CANDLE 190G

CODE MB-AC2



SCENTED CARD

CODE MB-CARDA2

FESTIVAL DES CITRONS

DOLCE SOLE

CANDLES BURN FOR 40 HOURS MINIMUM. DIFFUSERS LAST 4 MONTHS APPROXIMATELY.

MAX BENJAMIN

OCEAN ISLANDS

FRAGRANCES INSPIRED BY ISLANDS IN THE
INDIAN OCEAN AND FRENCH POLYNESIAN
ARCHIPELAGO.



MAX BENJAMIN

OCEAN ISLANDS

MO'OREA



DIFFUSER 150ML
CODE MB-OD6

DIFFUSER REFILL 150ML
CODE MB-ODR6

SCENTED CANDLE 190G
CODE MB-OC6

SCENTED CARD
CODE MB-CARD06



DIFFUSER 150ML
CODE MB-OD2

DIFFUSER REFILL 150ML
CODE MB-ODR2

SCENTED CANDLE 190G
CODE MB-OC2

SCENTED CARD
CODE MB-CARD02

TAHITI



DIFFUSER 150ML
CODE MB-OD4

DIFFUSER REFILL 150ML
CODE MB-ODR4

SCENTED CANDLE 190G
CODE MB-OC4

SCENTED CARD
CODE MB-CARD04



DIFFUSER 150ML
CODE MB-OD1

DIFFUSER REFILL 150ML
CODE MB-ODR1

SCENTED CANDLE 190G
CODE MB-OC1

SCENTED CARD
CODE MB-CARD01

BORA BORA



DIFFUSER 150ML
CODE MB-OD5

DIFFUSER REFILL 150ML
CODE MB-ODR5

SCENTED CANDLE 190G
CODE MB-OC5

SCENTED CARD
CODE MB-CARD05



DIFFUSER 150ML
CODE MB-OD3

DIFFUSER REFILL 150ML
CODE MB-ODR3

SCENTED CANDLE 190G
CODE MB-OC3

SCENTED CARD
CODE MB-CARD03

CANDLES BURN FOR 40 HOURS MINIMUM. DIFFUSERS LAST 4 MONTHS APPROXIMATELY.

MAX BENJAMIN

CAR FRAGRANCE
CLASSIC FRAGRANCES FOR YOUR CAR



MAX BENJAMIN

CAR FRAGRANCE



BLUE AZURE
CAR FRAGRANCE WITH REFILL
CODE MB-CAR26



FRENCH LINEN WATER
CAR FRAGRANCE WITH REFILL
CODE MB-CAR9



WHITE POMEGRANATE
CAR FRAGRANCE WITH REFILL
CODE MB-CAR17



LEMONGRASS & GINGER
CAR FRAGRANCE WITH REFILL
CODE MB-CAR3



DODICI
CAR FRAGRANCE WITH REFILL
CODE MB-CAR12



BLUE AZURE
REFILL
CODE MB-RCAR26



FRENCH LINEN
WATER REFILL
CODE MB-RCAR9



WHITE POMEGRANATE
REFILL
CODE MB-RCAR17



LEMONGRASS &
GINGER REFILL
CODE MB-RCAR3



DODICI
REFILL
CODE MB-RCAR12

VISUAL MERCHANDISING GUIDELINES



- Fragrance/colour sequence left to right as follows (if not all fragrances are stocked maintain the same sequence without the missing fragrances):

- BLUE AZURE
- FRENCH LINEN WATER
- WHITE POMEGRANATE
- LEMONGRASS & GINGER
- DODICI

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