

*Redefining Fragrance
Experience...*



 **PRIMACY**
DELIVERING BRILLIANCE

Catalogue



8
Jars & Cups



36
Metal Containers



44
Pillar Candles



56
Tealights, Votives & Wax melts



82
Gift Sets



86
Travel Tins



60
Aerosols, Reed Diffusers, Gel Beads,
Fragrance Oils, Plug-Ins & Essential Oils



90
Novelty Candles





Delivering Brilliance

Primacy Industries, the global specialist in fragrance products is one of the world's largest manufacturer of Air care products, and India's largest exporter of scented candles. It's unprecedented expertise has successfully evolved the company from a single plant operation to a leading independent manufacturer in the home fragrance sector. Today, Primacy caters to prestigious retailers, speciality boutiques and standalone stores across North America, South America, Europe, UK, Australia, South Africa, Japan, Korea and the Middle East.

At Primacy, the customers are the fulcrum around which all our efforts are concentrated. The company believes in adding value to the customers by providing them with a wholesome fragrance experience through our 1000+ fragrance variants blended by our expert perfumers which will surely bewitch even the most discerning fragrance aficionados.

Exquisite Fragrances by Primacy



Winter Holiday Christmas

Balsam Fir
Candy Cane
Christmas Day
Christmas Rose
Christmas Wreath
Cranberry Spice
Eggnog Snicker Doodles
Eskimos' Kiss
Festive Cinnamon Spice
Fresh Baked Cookies
Frosted Pine
Holiday Ginger Bread
Let It Snow
Mulberry Bush
North Star
Peppermint
Silver Bells
Sleigh Bells Ringing
Snow Days
Toasted Marshmallow
Winter Wonderland
Woodland Walk

Autumn Harvest Fall

Apple Cider
Apple Cinnamon
Apple Strudel
Blueberry Cobbler
Blueberry Pie
Cinnamon Buns
Cinnamon Roll
Cinnamon Spice
Cranberry Cobbler
Hot Apple Pie
Maple Syrup
Mulled Cider
Orange Spice Cake
Peach Cobbler
Pumpkin Latte
Pumpkin Parfait
Pumpkin Patch
Pumpkin Spice
Pumpkin Sugared Donut
Spiced Apple
Vanilla Sugar

Spring Summer

Amaryllis
Apple Orchard
Bahama Breeze
Berry Tangerine
Black Raspberry
Blueberry Passion
Caribbean Breeze
Citrus Cranberry
Citrus Lavender
Citrus Sage
County Garden
Crisp Apple
Cucumber Melon
Currant Cassis
Desert Flower
Floral Bouquet
Fresh Air
Fresh Cut Lilies
Fresh Pear
Fresh Pineapple
Fruits & Berries
Garden Party
Harbor Mist
Honey Suckle
Blossom
Hyacinth
Kiwi Lime

Kiwi Strawberry
Lavender Lilac
Lavender Sage
Lavender Vanilla
Lemon Lavender
Lemon Meringue
Lemon Mint
Lilac
Lilac Blossoms
Magnolia
Mandarin Orange
Mango Beach
Mixed Berries
Moroccan Rose
Orange Clove
Peach Preserves
Pink Grapefruit
Plum Blossom
Pomegranate
Saffron Lily
Spring Breeze
Sunflower
Vanilla Almond
Vanilla Blossom
Violet Blossom
Watermelon Slice
White Jasmine

Everyday Core

Anjou Pear
Beach Cruise
Bitter Orange Truffle
Black Bamboo
Black Cherry
Black Sand
Blue Waves
Blueberry Muffin
Breath of Fresh Air
Chocolate Chip Cookie
Chocolate Macadamia Nut
Cinnamon Apple Berry
Cinnamon Coffee Cake
Cinnamon Roll
Coconut Waters
Crashing Waves
Firenze
First Rain
Fresh Fig
Fresh Linen
Ginger Peach
Hawaiian Lei
Heavenly Home
Hot Apple Pie
Lemon Macaron
Mango Langsat
Mountain Mist

Oak Spice
Oceans
Patchouli
Purple Basil & Cilantro
Pink Pepper & Poppy
Pure Cotton
Quince Tart
Sea Glass
Stormy Nights
Strawberry Preserves
Strawberry Short Cake
Sunday Picnic
Tahitian Sunset
Tangerine Twist
Vanilla Cupcake
Vanilla Musk
Vanilla Nutmeg
Warm Vanilla Sugar
Waterfall
White Beach
White Peach

Jars & Cups

Exquisitely crafted with finest blends, our jars & cups are a must-have for fragrance aficionados. These products come with unique colours, styles, shapes, sizes and textures.

The glass votives or shot glasses can be co-ordinated with pillars to make an attractive gift pack, or, can be tailored to the customer's requirement as gift packs or attractive multi-packs. Packaging design too can be customised as per the customer's specification or can be designed by our in house team.

Shape Options

Round
Curve
Oval
Square
Ribbed

Glass Surface options

Clear | Coloured
Frosted | Milky
Metallic | Etched
Printed | Decal
Hombre

Lid Options

Acetate
Metal
Wood
Glass

Wax Fill

1 oz - 72 oz
(8.4 gms - 245 gms)

Wax Finish

Smooth
Mottled
Rustic
Chunk
Gel













14.1



14.2













































These timeless masterpieces are perfect gifts for Weddings, Valentine's or Holidays. Known for its variety & longevity, these products have been crafted with uniqueness in design, translating its subtle purity and transience into poetic stories that reflect a new purpose forming a strong statement.

These endearing designs crafted by our skilled craftsmen add a touch of grace to any decor – be it, traditional or contemporary.

Shape Options

Round
Square
Hexagonal
Oval
Tumbler
Fruit

Finish Options

Electro Plated - Copper
Finish, Brass, Nickel & Bronze
Coated | Rusted | Patina

(Options to Etch, Engrave,
Hammer & Emboss are
available)

Wax Fill

2 oz - 30 oz
(56gms - 852gms)

Metal Type
Genuine



Metal Containers



38.1



38.2



38.3





40.1



40.2



40.3









Pillar Candles

Known for a longer burn time than many others in the market, our Pillar candles come in diverse styles and are the perfect symbiosis of class and taste.

The Pillar candles can be customised to any shape, size or pack; or can be embellished with a design or motif to suit the tastes of the international buyers. We, also offer customization options in terms of packaging through our in-house design team or as per the customer's specification.

























Tealights, Votives & Wax Melts

Good things come in small sizes. These chic candles are a great collection to add a sparkle to everyday living with the vibrant colours & mood-capturing fragrances. Just as our other candles, we also offer custom packaging for tea-lights, votives & wax melts.

Shape Options

- Round
- Square
- Heart
- Customise

Finish Options

- Mottled
- Smooth
- Pressed

Holder Type

- Aluminium
- Acrylic
- Glass









A reed diffuser with a clear glass bottle containing a vibrant red liquid. Several light-colored reeds are inserted into the bottle. The diffuser sits on a light-colored wooden surface. To the right of the bottle, there are several dried, pressed roses in shades of deep red and brown, along with some dried leaves and stems, creating a rustic and aromatic theme.

**Aerosols
Reed Diffusers
Gel Beads
Fragrance Oils
Plug-ins &
Essential Oils**













67.1



67.2



67.3





69.1



69.2





71.1



71.2







74.1



74.2



75.1



75.2





77.1







80.1





Gift Sets



83.1





85.1



Travel Tins

Be it a holiday or an occasion, one could now travel in style with our easy to carry travel tins. Sold individually or in sets, these travel tins are so versatile that they capture every mood and blend with every decor.

Shape Options

Round
Square
Hexagonal
Oval

Surface Options

Printed
Plain

Lid Options

Tin

Wax fill

2.46 oz - 30 oz
(69.86 gms - 852 gms)

GREEN TEA
& BERGAMOT

Scented Wax Candle

Aroma 5% Original Batch
PBL-9414-2









Novelty Candles

Bespoke masterpieces that are nothing short of owning a classic piece of art, our tastefully crafted designer candles are moulded to perfection to reflect class & elegance.

Finish Options
Smooth | Mottled
Cold Pour | Rustic
Extreme Rustic
Chunk | Printed
Textured | Brushed
Lacquered









Our Esteemed Customers

Walmart
Save money. Live better.

PRIMARK®



TESCO



MATALAN



WOOLWORTH

next



RUSTA



MAXIMA



FAMILY DOLLAR



Michaels
Where Creativity Happens®



Walgreens

DOLLAR GENERAL

**BIG
LOTS!**



Pier 1 imports



BED BATH &
BEYOND

SONAE

LANDMARK
GROUP





Creating Experiences

MANUFACTURING COMPETENCE

Primacy is a technologically advanced organisation, reputed for its world-class infrastructure and facilities to provide an ideal environment for the creation of quality products.

- State-of-the-art production facility spanning an area of 11,57,000 Sq. feet across 3 locations: Elkin (USA), Mangalore & Gujarat (India).
- Installed capacity to produce
 - 2 million candles per day through 20 production lines
 - 0.08 million cans can be filled per day with a filling capacity of 2 million aerosol cans per month.
- Skilled & dedicated workforce of approximately 1500 employees (of which 60% are deployed in the Production & Maintenance division).

DELIVERING QUALITY

A structured approach to quality control is what creates a difference, so that all products and services exceed our customer's expectation. Our production process undergoes a 4-stage stringent quality check and the final output is tested through our advanced Lab & Burn Test Room. Besides, we comply with norms & certifications like ASTM, REACH, SEDEX, BSCI, C-TPAT, ISO 9001-2008, ANAB & UKAS.

Wicks used are completely lead free & are made from either 100% pure cotton or wood which are imported from Germany or the United States.

Colours are imported from Germany. Waxes used are fully refined wax, semi-refined wax, soy wax, bees-wax & palm wax.

TRENDS & THEMES FOR HOME FRAGRANCES

We have a dedicated product development cell focused on creating exclusive, trend-setting & innovative products. Some of our candle themes are fashioned around - Fall/Harvest, Spring, Summer, Holiday (Christmas), Core (Everyday), Valentines, Halloween & many more.



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CANDLE DIVISION

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Kutch - 370 240
Gujarat
India

AEROSOL DIVISION

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