



**SER**  
Wax Industry



# WHO WE ARE

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SER core business are industrial waxes, produced for different sectors as: cosmetics, tires, pharmaceutical, food...

Within the company there is a specific division for the production of candles:

- Devotional Candles
- Coloured
- Unscented Candles / Scented Candles
- Citronella Candles
- Private Label Candles

2003 is a turning year for SER which acquires two historical candlemakers, Price's (UK) and Sgarbi (IT) transforming them, through the years, in modern companies.

# OUR MISSION

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Producing made in Italy **high quality** products at an **affordable** price.

We create every day candles that become essential parts of our final customers homes.

Our aim is to satisfy every customer with our various range of products.

# THE COMPANY

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We produce 100.000 tons/year of industrial waxes

We produce 20.000 tons/year of candles

We have 250 employees of which 120 are fully dedicated to candles

We have a R&D laboratory and quality control office that works 24 hours

70% of our candle production is Private Label

We always grant the best ratio quality/price

We are certified ISO 9001 and ISO 14000 and we follow the safety rules according to the different countries

# PRODUCT RANGE

## Petali

Scented Candles

8 Fragrances

Coloured fun wax



## Tilli

Unscented

Tealights



## S. FRANCESCO

Unscented

Religious candles



## Citronella

Summery candles

9 formats

Various accessories



## Private Lable

We can produce all of the above ranges or create tailor made products with your own lable

# PETALI

Made only with carefully selected waxes and top quality fragrances.

The same quality in 9 different formats at an affordable price:

- 10pk Tealights
- 20pk Nightlights
- 25pk Tealights
- 4pk Maxi Tealights
- Small Jar 30h
- Medium Jar 45h
- Large Jar 100h
- 100ml Reed Diffuser
- 125ml Reed Diffuser



# TILLI

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Burning time up to 4h.

They demonstrate the same quality as Price's Candles branded still being more affordable.

Available in 3 package sizes:

- 30 pk Tealights
- 50 pk Tealights
- 100 pk Tealights





# S. FRANCESCO

The prestige of the S. Francesco range is connected to the tradition of a brand which, for almost two centuries, has been an important reference in the production of high-quality gravelights.

A vast range of products in different sizes, from 1.5h to 110h burning time.

Thanks to the transparent label the flame lights up the image on the packaging making it more visible from distant.





# CITRONELLA

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These summery citronella candles and accessories are the perfect accompaniment to any outdoor or indoor event.

Thanks to the natural java oil this fragrance is appreciated by humans and not by insects.

9 Different candle formats.

Many different accessories.



# PRIVATE LABEL

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Basing on quantity ordered we can produce all of our range with your own label.

Our laboratory ensures optimal wax-perfume blending and the burning room testing guarantees client requirements are fully met.

Thanks to our facilities and expertise over half of our production is private label.

# MERCHANDISING SOLUTION

**Cardoboard Display:**  
seasonal promotion.



## Shelves Display:

we study the display of the products on your shelves selecting the right positioning of the products basing on your necessities.





# THANK YOU



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