



GP | CO.
PRIVATE LABEL
2021



PRIVATE LABEL TERMS & CONDITIONS

ABOUT US:

We are GP Co. – a team of artists who are passionate about fine home fragrance and design. We hand pour all of our candles and diffusers in our Pennsylvania studio. Our soy wax blend, cotton wicks, and premium fragrances make clean burning candles that smell delightful. Every step of our process is completed by hand, right down to the finishing signature on each candle label. We invite you to collaborate with us in creating unique gifts to promote your company or event through our private label program.

IMPORTANT DETAILS:

- Minimum opening order is \$1,000 and must include 4 cases per size and fragrance of each product.
- Reorders of the same product size and scent (requiring no new labels) are exempt from minimums and may be reordered at quantities as low as one case per item.
- All candles and reed diffusers are sold in cases of 6. All matches are sold in cases of 10.
- A 50% deposit is required on all orders of \$4,000 or more.
- Lead time is 4 weeks from final approval of artwork. Lead time can extend up to 5 - 6 weeks leading up to and during the holiday season. Please note that shipping is not included in these time frames.
- Digital PDF proofs of the labels are included free of charge. Hardcopy press proofs of labels are available for \$30.00.
- Pricing includes one label per glass or tin, and one label per tube/box (if using). Any additional labels requested incur a \$.50 upcharge per piece.
- Our standard label stock is smooth matte paper. Any labels using a specialty material will incur a \$.50 upcharge per piece.
- Private label orders must be paid when the order ships. **NO TERMS WILL BE GIVEN UNLESS APPROVED BY GP CO.**
- Once artwork has been approved, any cancellations will incur a cancellation fee.
- If you prefer to source the labels yourself, we are happy to provide you with unlabeled candles. This can help expedite lead time. Please inquire about pricing for this type of project.
- You are not limited to our vessel offerings. You may also source your own custom vessels and have us provide the fill only. Please inquire about the pricing and process of this type of project.
- You may purchase product photography for \$15 per photo to be used on your website or social media. The photos are professionally edited, high resolution JPGs and include a clean white background.

TESTERS:

Full size testers are available for most products. Please note that testers are for physical locations only. They are to be used as sales tools and are not intended for resale. All testers come marked with a tester sticker. **Limit 1 tester per case of product.** To order a tester, add a 'T' to the front of the corresponding SKU.



4 oz. tin candle	\$3.00
7 oz. candle.....	\$4.00
10 oz. candle	\$6.00
4 oz. reed diffuser	\$6.00

STEP 1: CONTACT US

After reviewing the catalog, you may choose your products, scents, and begin to plan your design concept. We recommend keeping the amount of products and scents to a minimum to build a strong brand identity. Our most successful private label accounts typically choose between 1 - 6 scents, with the average being around 4. Having just one signature scent can also be extremely impactful. Consider how you can rename our scents to adapt to your brand and make it your own! The strongest projects focus on what makes your store or area special to visitors. When you are ready to begin, contact privatelabel@greenmarketpurveying.com. You may also contact your local sales representative.

STEP 2: ARTWORK

Choose whether you will consult with our designers to create a label or produce your own artwork.

IF YOU ARE USING YOUR OWN DESIGNER:

1. Have your designer contact privatelabel@greenmarketpurveying.com to request specific product templates. Art specs and required verbiage can be found on these templates. GP Co. will send templates and provide any guidance your designer may need.
2. Your designer will need to create the artwork in an appropriate program such as Adobe Illustrator or Indesign. All labels must include a .0625" bleed, must be in CMYK color build, and must be saved in an appropriate vector format (PDF, EPS, AI, or ID).
3. Once complete, have your designer send finished artwork to their GP Co. contact.

LEVEL 1 - ARTWORK IS COMPLETE - Complimentary

To be considered a Level 1 project, the artwork must already be completed by your company and it is ready for prepress. Prepress prep work, performed by our design team, includes checking that the file was set up properly and making any minor adjustments to prepare the file for print. If the prepress work exceeds one hour, or if the file is not in the appropriate format and must be recreated, your artwork would then be considered a Level 2 project. We will inform you once we have reviewed your artwork if there are any major adjustments that need to be made.

IF YOU ARE USING OUR DESIGN SERVICES:

LEVEL 2 - BASIC DESIGN SERVICE - \$50.00/hr. Design Fee

To be considered a Level 2 project, your company must provide a logo or image file and an idea of what colors, fonts, etc. you would like to use, but still need help assembling the elements into a label format. If you would like your logo incorporated, please send it in an appropriate vector format (PDF, EPS, AI, or ID). If your vision includes a specific photo, painting, map etc. please provide our design team with images. Photos must be high resolution. Any photos under 300 DPI will not be accepted.

LEVEL 3 - PREMIUM DESIGN SERVICE - \$75.00/hr. Design Fee

To be considered a Level 3 project, your company has only an idea and needs assistance sourcing colors, patterns, and images.

STEP 3: CHOOSE YOUR PRODUCT

10 OZ. CANDLE

10 oz. Glossy White / Matte Black / Frosted Glass Tumbler (\$12.50 each) Case of 6 - \$75.00

• Includes one label on the glass and one label on the packaging. Choice of packaging.



PL10IFROST



PL10IBK



PL10IWT

7 OZ. CANDLE

7 oz. Clear Glass Jar (\$8.50 each) Case of 6 - \$51.00

• Includes one label on the glass. Choice of lid color.



PL701

4 OZ. REED DIFFUSER

4 oz. Frosted / Matte Black / Glossy White Glass Reed Diffuser (\$12.50 each) Case of 6 - \$75.00

• Includes one label on the glass and one label on the packaging.
• Choice of packaging. Choice of reed color.



PL40IFROST



PL40IBLK



PL40IWT



PLM02



PLM03



PLM01

2" MATCHBOX

(\$1.25 each) Case of 10 - \$12.50

• 18 white tipped safety strike matches per box.
• Includes full wrap label on matchbox.

2" SQUARE MATCHBOX

(\$2.00 each) Case of 10 - \$20.00

• 75 black tipped safety strike matches per box.
• Includes full wrap label on matchbox.

4" MATCHBOX

(\$3.00 each) Case of 10 - \$30.00

• 50 white tipped safety strike matches per box.
• Includes full wrap label on matchbox.

4 OZ. TIN CANDLE

4 oz. Gold / Pewter / Matte Black Tin (\$6.25 each) Case of 6 - \$37.50

Includes one round label on the lid. Full wrap side is label available for an additional \$.75 per candle.



PLCG01



PLCS01



PLCB01



STEP 4: CHOOSE YOUR PACKAGING

10 OZ. CANDLE PACKAGING OPTIONS:



MATTE BLACK
FITTED LID



BRUSHED PEWTER
FITTED LID



BRUSHED GOLD
FITTED LID



WHITE/KRAFT TUBE
(\$.50 upcharge)



2-PART LUXURY LINEN BLACK BOX
(\$1.00 upcharge)

*NOTE: Please pick only one packaging element per item. Fitted lid will not fit inside box or tube.

7 OZ. CANDLE SCREW TOP LID COLORS:



BLACK



PEWTER



WHITE

REED DIFFUSER PACKAGING OPTIONS / REED COLORS:



WHITE/KRAFT TUBE



2-PART LUXURY LINEN BLACK BOX
(\$1.00 upcharge)



NATURAL



RED



BLACK

STEP 5: CHOOSE FROM OUR STOCK FRAGRANCES

FRESH + CLEAN

Blue Moss - A spicy top note, with jasmine, ylang ylang and grapefruit zest.
Alternate Names: Moss, Ylang + Ginger, Jasmine + Moss.

Juniper + Sea Salt* - Rhubarb, juniper, lemon zest and cedarwood.
Alternate Names: Vetiver Cedar, Cedar Noir, First Frost.

Lemon + Cucumber* - Fresh citrus and delicate cucumber with honeydew and aloe.
Alternate Names: Cucumber Tea, Cucumber + Citrus, Cucumber Daisy.

Minerals* - Ozonic sweetness with notes of citrus, geranium and coconut water.
Alternate Names: Lakeside, Coconut Water, Marine.

Paper Birch - Fragrant birch and juniper with green herbs and fresh air.
Alternate Names: Sage Leaf, Birch Tree, Hazel + Herb.

Watermint* - Field grass, lotus blossom, blonde woods and cooling greens.
Alternate Names: Field Mint, Meadow, Lotus + Mint.

FLORAL

Amber + Honeysuckle* - Mandarin, honeysuckle, amber and a hint of sandalwood.
Alternate Names: Honeysuckle, Jasmine + Gardenia, Mandarin + Amber.

Bergamot + Geranium - Sweet raspberry and orange with a hint of geranium and musk.
Alternate Names: Raspberry Bergamot, Sugared Blackberry, Lemon + Geranium.

Green Tea + Rose - Tea leaves and lemon with white flowers and damask rose.
Alternate Names: Citrus Tea, Hydrangea + Tea, Sunripe Tea Leaves.

High Tide* - Island florals with sweet pea, ocean mist and coconut.
Alternate Names: Sweet Pea, Orchid + Orange Flower, Salt Air.

Island Orchid - Bright florals with lychee, tea leaves and tropical fruit.
Alternate Names: Rose Tea, Lychee + Papaya, Rainforest.

London Lavender - Lavender, freesia and violet with a hint of black pepper.
Alternate Names: Lavender Tea, Moonlit Lavender, Lavender + Black Pepper.

Peony Blush - Soft petals, gardenia, white peach and rosé.
Alternate Names: Garden Bloom, Petal, White Peach Rosé.

CITRUS + FRUIT

Blackberry + Rosewood* - Blackberry, tart green apple, rosewood and musk.
Alternate Names: Green Apple + Blackberry, Boysenberry, Elderberry + Amber.

Elderberry* - Sweet elderberries with red plum, sandalwood and soft musk.
Alternate Names: Plum + Sandalwood, Elderberry Woods, Frosted Cranberry.

Grove - Lime zest, crystallized ginger, lemongrass and hints of yuzu.
Alternate Names: Lemongrass, Ginger + Lime, Citrus Grove.

Pomme* - Fresh apple and Anjou pear with notes of sweet honey and Prosecco.
Alternate Names: Pear Prosecco, Honeycrisp, Honey Cider.

Sparkling Citrus - Sugared orange, mango, lemon and fragrant pomelo.
Alternate Names: Sugared Lemon, Sparkling Grapefruit, Orange + Violets.

GOURMAND

Campari Chiffon - Blood orange, sugarcane, passion flower and vanilla chiffon.
Alternate Names: Creamy Cherimoya, Sugared Almond + Yuzu, Blue Passion Flower.

Cocoa Bean - White chocolate, vanilla, hazelnut and velvety ganache.
Alternate Names: White Chocolate, Whipped Ganache, Hot Cocoa.

Dark Roast - Rich espresso, milk foam, smoked vanilla and orange peel.
Alternate Names: Espresso, Café, Coffee + Orange Peel.

Pumpkin Sage* - Wild pumpkin, creamy vanilla, green sage and subtle violet leaf.
Alternate Names: White Pumpkin, Harvest, Pumpkin Patch.

Vanilla Chai - Clove and cinnamon with honey, nutmeg and black tea.
Alternate Names: Chai Latte, Honeyed Clove, Vanilla Tea.

Wild Vanille* - Red fruits with cocoa, tonka bean and soft florals.
Alternate Names: Vanilla Suede, Vanilla + Tonka, Rosewater + Shea.

WOODSY

Blackwood - Deep wood tones with tobacco, oud and a hint of sweetness.
Alternate Names: Ebony + Amber, Ebony + Oud, Teakwood + Mahogany.

Blue Fir* - Fresh spruce, oakmoss, lavender and notes of earthy palo santo.
Alternate Names: Lavender + Fir, Lavender Woods, Blue Fir + Saffron.

Nordic Pine* - Fresh cut pine and wintergreen with blackberry and tangerine.
Alternate Names: Pine + Citrus, Evergreen, Moonlit Pine.

Timber* - Warm oak and embers with cranberry and leather.
Alternate Names: Forest, Leather + Embers, Kindling.

Tobacco + Moss* - Cedarwood and leather with citrus and amber.
Alternate Names: Tobacco + Teak, Cedarwood + Lime, Tweed.

Vintage* - Warm spices with orange, ginger and a hint of bergamot.
Alternate Names: Spiced Orange Peel, Mandarin + Ginger, Library.

White Pine* - Fragrant fresh cut pine with notes of mint and balsam.
Alternate Names: Woodlands, Mountain Pine, Pinewood.

***REED DIFFUSERS ARE AVAILABLE IN THE FOLLOWING SCENTS ONLY:**

Amber + Honeysuckle	High Tide	Minerals	Pumpkin Sage	Vintage
Blackberry + Rosewood	Juniper + Sea Salt	Nordic Pine	Timber	Watermint
Blue Fir	Lemon + Cucumber	Pomme	Tobacco + Moss	White Pine
Elderberry				Wild Vanille

NOTE: All of our fragrances may be renamed, in fact we encourage it!
 See alternate names for our suggestions or create your own unique name.



GP | CO.

PRICING VALID UNTIL DECEMBER 31, 2021

GREENMARKETPURVEYING.COM | 888-222-7896

PRIVATELABEL@GREENMARKETPURVEYING.COM

IG: @GREENMARKETPURVEYING | FB: @GREENMARKETPURVEYINGCO

10 OZ. CANDLE



DIFFUSER BOTTLE



DIFFUSER BOX



4 OZ. CANDLE





Since 1964
JAMS WORLD
MADE IN HAWAII

Blue Jay

HAND POURED IN THE USA
4 OZ. REED DIFFUSER

DIRECTIONS FOR USE:

Remove screw cap from reed diffuser oil bottle and insert reeds. Flip the reeds so that saturated ends are exposed. Allow time for fragrance to fully saturate reeds. You may adjust the number of reeds to achieve desired strength. Reeds may be flipped periodically to refresh the fragrance.

Diffuser oil should not be ingested. Keep away from open flame. Diffusers should be kept out of reach of children and pets. Please use caution while handling, as oils may cause damage to wooden surfaces, fabrics or upholstery if spilled.



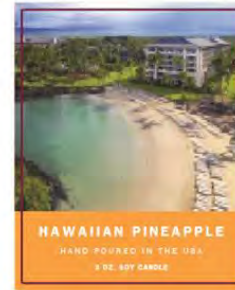
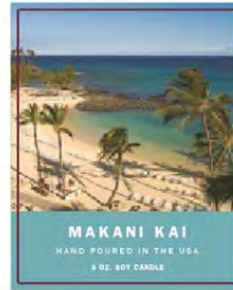
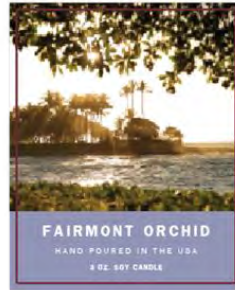
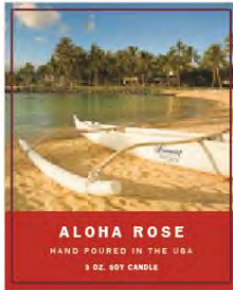
Since 1964
JAMS WORLD
MADE IN HAWAII

Tavern

HAND POURED IN THE USA
4 OZ. SOY CANDLE



BOX LABEL



CANDLE LABEL

