

# The End of Laundry Odor

Introducing our latest breakthrough product, Zero Odor Laundry.



Zero Odor Laundry eliminates the smelly odor in high performance microfiber garments, pet articles and smoke infused clothing. Your customers will be delighted to find our breakthrough solution on your shelves, so they can finally put an end to any laundry odor problems they might have.

For more information, please contact Barry Gasmer, National Sales Director, 860-567-3550, or at [barryg@zeroodor.com](mailto:barryg@zeroodor.com)

NONFOODS  
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## • Candle-lite

There are three newcomers to Candle-lite's product line. Waves are filled candles that feature a three-wick design inside a jar. Officials for the Cincinnati-based company say it is a fusion of wax that is inspired by nature. The design calls for the base of the jar to be filled with scented wax beads, creating a grains-of-sand look. Scented translucent wax is created for a water effect on top of the "sand" and gold accents in the labeling are designed to make the "water" sparkle. The Waves collection comes in six different fragrances and colors. Its weight is 13.5-ounces.



Bloom ties into the popular floral fragrance trend. Decorative shrink sleeves cover the candle's cylinder shaped 16-ounce jar. "There's a pen-and-ink watercolor image of tulips and ivy, and there's also script there, almost like a note card," says Mark Cunningham, vice president of sales and marketing. "Every one of these six fragrances and six designs, are filled with white wax, so you've got a real nice template for the artwork on the shrink sleeve."

Aroma Melts is an addition to Candle-lite's flameless, fragrant segment. It features highly fragranced wax inside an electric circular glass pod, so there is no cleanup. [www.candle-lite.com](http://www.candle-lite.com)

## • Cool Gear International

Cool Gear International will unveil several new items at the show, but the key word this year is licensing. Topping the list is a new line of Coca-Cola hydration products. The product line includes items that look like Coca-Cola cans and keep beverages cool. Bottles, serving trays, bottle-cap dots, ice packs and, in celebration of Coca-Cola's 100th anniversary, Cool Gear is marketing a bottle in the iconic shape of a Coca-Cola bottle.

Cool Gear will also introduce its line of collegiate sports bottles and hydration products, which carry logos and graphics from 25 well-known universities in the country.

"This is a combination of new products to the marketplace and existing products that have been retrofitted for these particular brands," says Hank Roth, executive vice president and managing partner of the Plymouth, Mass.-based company. "The thing for us is we're entering the license marketplace, which we haven't been in for a long time." [www.coolgearinc.com](http://www.coolgearinc.com)

## • Danica Imports/Now Designs

Aprons, mitts, tea towels, placemats and mugs are among the additions