



2023 CATALOG

Benefits of a Starter Kit

1 SIMPLIFY

A Starter Kit is the easy option for immediate profit with America's Best Incense. Ready to retail right out of the box.

2 SAVE TIME

All the top selling incense and accessories in one compact display. We've done the work for you.

3 SAVE MONEY

Starter Kits include valuable extras: labeled jars, baggie basket w/pen, point-of-purchase signage, zip-top bags, merchandising booklet, ash-catchers, and a customer sample bundle.



→ WE HAVE BEEN LOVINGLY HAND-DIPPING INCENSE IN OXFORD, OHIO SINCE 1971!

We use only the highest quality fragrances. We use up to ten times the amount of fragrance oils compared to other brands - you can smell the difference, and our quality instills brand loyalty among consumers everywhere! They will prove it to you with repeat sales. You'll love the generous mark-up and quick product turnover. We are so confident in our product, we guarantee it!

GUARANTEED SALE!

MOST ORDERS SHIP IN 72 HOURS

EXCEPTIONAL VALUE

HAND-DIPPED IN THE USA

AN AFFORDABLE LUXURY

FREE SHIPPING OVER \$750*

* IN THE CONTIGUOUS UNITED STATES



Starter Kit 18

Our best-selling 18 fragrances. Kit contains:

- 2 bundles of each fragrance
- Corresponding labeled display jars
- 18 jar display rack.
- Display materials – baggie basket w/ pen and P.O.P. sign, 400 zip top 2" x 12" bag, merchandising information folder, 1 customer sample bundle of 100 incense sticks and 1 dozen wooden incense ash catchers.
- Rack: 24" wide x 12" deep x 24" tall, 40.5" tall with header card

ST18 \$401.00 each kit

EASY TO EXPAND



ST18-2



ST18-3



ST18-4

90 Fragrance Starter Kit

Our best-selling 90 fragrances in the 11" traditional stick. Kit contains:

- 2 bundles each of top 18 fragrances
- 1 bundle each of the next 72 fragrances
- Corresponding labeled display jars
- 90 jar display rack
- Oval header card
- Display materials – 2 baggie baskets w/ pen, door sign, 2 P.O.P. signs, 1,200 zip top 2" x 12" bags, merchandising information folder, 1 customer sample bundle of 100 incense sticks, and 1 dozen wooden incense ash catchers
- Rack: 49" wide with baggie baskets x 64" tall with product, 76" with header card

ROUND \$1,450.00



The Works 72 Fragrance

Our best-selling 72 fragrances in the 11" traditional stick.

Kit contains:

- 2 bundles of each fragrance
- Corresponding labeled display jars
- (4) 18 jar display racks
- (4) header cards
- Display materials – 1 dozen ash catchers, 1,200 zip top bags, sample bundle, baggie basket w/ pen and P.O.P. sign

WORKS \$1,604.00



Large End Cap

Large End Cap Kit with Sticks, Shorties, Oils, Wax Melts, and Packaged Cones.

Kit contains:

- Our 24 best-selling 11" traditional stick fragrances (2 bundles each)
- Our 10 best-selling Shorties™ fragrances (2 bundles each)
- Our 6 best-selling packaged cones (6 packs of each)
- Our 6 wax melt fragrances (3 packs of each)
- Our 12 fragrance oils (3 half-ounce bottles each)
- Corresponding labeled display jars for sticks
- Display materials – 2 baggie basket w/pen and P.O.P. signs, 600 zip top 2" x 12" bags, 200 zip top 3" x 5" bags, merchandising information folder, UPC scan card, traditional stick ash catchers (12), brass cone burners (3), sand jars for sticks and cones (2), vent clips for oils (4), 1 customer sample bundle of 100 incense sticks, and lighted end cap rack
- Rack: 32" wide x 23" deep x 82" tall

ENDCAPKIT \$1,306.50





Small End Cap

Small End Cap Kit with Sticks and Oils.

Kit contains:

- Our 20 best-selling stick fragrances (2 bundles each)
- Our 12 fragrance oils (3 half-ounce bottles each)
- Corresponding labeled display jars for sticks
- Display materials – baggie basket w/pen, P.O.P. sign, 400 zip top 2" x 12" bags, merchandising information folder, 1 dozen wooden ash catchers, vent clips for oils, 1 customer sample bundle of 100 incense sticks, and lighted end cap rack with attached lighted sign
- Rack: 22" wide x 21" deep x 77" tall

SEC **\$903.00**

Starter 24

Spinning Rack with Our Best-Selling 24 Fragrances.

Kit contains:

- 2 bundles of each fragrance
- 24-slot spinning display rack
- Display materials – baggie basket w/pen and special two sided P.O.P. sign; 500 zip top 2" x 12" bags, merchandising information folder, 1 customer sample bundle of 100 incense sticks, and 1 dozen wooden incense ash catchers.
- These spinning racks can be stacked to hold 48 fragrances
- Rack 12" on a side x 15" tall

ST24 **\$545.00**





Biggies™ Starter Kit

Our best-selling 12 fragrances in a 19" stick. Kit contains:

- 1 bundle of 50 sticks of each fragrance
- Corresponding labeled display containers
- Display Rack
- Display materials – header card, baggie basket w/ pen and P.O.P. sign, 200 zip top 2" x 21" bags, and merchandising information folder
- Rack: 13.5" wide x 12" deep x 24" tall, 37" tall including product

STB12 \$299.00

Biggies™ Starter Kit (2ND Set)

Our next best-selling 12 fragrances in a 19" stick.

Kit contains:

- 1 bundle of 50 sticks of each fragrance
- Corresponding labeled display containers
- Display Rack
- Display materials – header card, baggie basket w/ pen and P.O.P. sign, 200 zip top 2" x 21" bags, and merchandising information folder
- Rack: 13.5" wide x 12" deep x 24" tall, 37" tall including product

STB12-2 \$299.00





Shorties™ Starter (B)

The Shorties™ second starter set includes

- The next 24 best-selling Shorties™ fragrances (2 bundles of each)
- 1 dozen Shortie Inlay Burners
- Corresponding labeled display jars
- Display rack
- Display materials – baggie basket w/pen and P.O.P. sign, 500 zip top 3" x 5" bags, and signage

STS2 **\$292.00**



Shorties™ Plain Set

SWIB **\$4.00 dz**



Biggies™ Wooden Assorted Burner Set

BWIB **\$14.00 dz**

Shorties™ Starter (A)

Shorties™ are 4" tall incense sticks with the same distinctive color ends as their larger companions.

The starter kit includes:

- 24 best-selling Shorties™ fragrances (2 bundles of each)
- 1 dozen Shortie Inlay Burners
- Corresponding labeled display jars
- Display rack
- Display materials – baggie basket w/pen and P.O.P. sign, 500 zip top 3" x 5" bags, and signage
- Rack: 16.5" wide x 12" deep x 15" tall, 25" tall with header

STS **\$292.00**



12 Pack Cone Kit

- All 12 packaged cone incense varieties (6 each)
- Counter-top display rack
- Laminated sign topper
- P.O.P. signs.
- Rack: 23" tall with topper, 20 inches wide and 11 inches deep

PACKC12 **\$186.00**



Cone Starter (A)

- 2 bags of each fragrance
- Corresponding labeled display jars
- 12 jar display rack for cones
- Display materials – baggie basket w/pen and P.O.P. sign, 300 zip top 3"x 5" bags, 1 customer sample bag of 100 incense cones, and 3 small brass pot cone burners.
- Rack: 16" wide x 12" deep x 14" tall

STAC **\$268.00**



Cone Burners



Small Brass Cone Burner

SBB **\$16.50 dz**



Large Brass Cone Burner

LBB **\$2.50 ea**



Large Patina Brass Burners

LBBP **\$3.50 ea**

Packaged Starter 8

- Best-selling 8 packaged incense stick varieties (12 packages of each)
- Counter-top display rack and door sign
- Rack: 20" tall x 12.75" wide x 12.25" deep

PRE8DIS **\$242.00**



72 Wax Melt Kit w/ Wood Display

- 6 packs each of all 12 fragrances (72 packs total)
- One wooden rack with metal rods for hanging the melts
- P.O.P. sign
- Individual packs are 2 oz each and ready-to-hang
- Rack: 12.75" wide x 11" deep x 17.25" tall, 22.5" tall with header card

STMELT **\$214.50**





Backflow Cone Starter Kit

- 12 backflow cone fragrances (2 bags of 25 cones in each fragrance, 600 cones total)
- 1 cone wooden display rack, corresponding labeled jars
- 200 zip top 3"x 5" bags; baggie basket w/ pen
- UPC scan card
- P.O.P. sign
- Rack: 16" x 12" x 13.5"

STBFC **\$160.00**



12 Pack Backflow Cone Kit

- All 6 packaged backflow cone incense varieties (12 each)
- Wooden counter-top display
- Laminated sign topper
- P.O.P. signs

PACKCB6 **\$165.50**



→ When using backflow cones in a backflow burner, the smoke will flow down through the hole, and fall towards the ground for a beautiful visual display.



How to Light Incense Powder

Step 1

Place burner on appropriate surface. Pour ample amount of powder into center of burner.

1



Step 2

Using the powder leveler card, gently smooth the powder into the grooves of burner.

2



Step 3

Create a small powder mound at the starting point. Light the mound. Do Not Blow Out; flame will extinguish and powder will smolder.

3

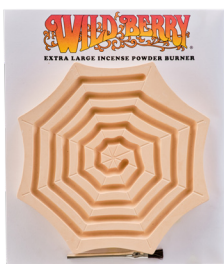


Incense Powder Kit

- All 6 Incense Powder Sets (6 sets of each fragrance, 36 sets total)
- All 6 Incense Powder Jars (4 jars of each fragrance, 24 jars total)
- 20 Powder Incense Burners (1 each of XL Spiral, Web, 2 each of Large Spiral, Medium Spiral, Heart, 4 each of Small Spiral, Star, Triangle)
- Counter-top display and header card topper
- Rack: 32" tall with topper x 17" wide x 10.25" deep

STIP **\$386.00**





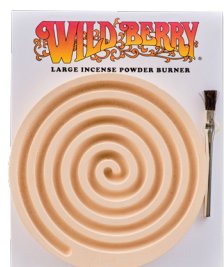
Web
PBW **\$10.00 ea**



Heart
PBH **\$5.00 ea**



Spiral XL
PBSX **\$10.00 ea**



Spiral L
PBSL **\$5.00 ea**

Incense Powder Burners



Spiral M
PBSM **\$4.50 ea**



Spiral S
PBSS **\$4.00 ea**



Triangle
PBT **\$4.00 ea**



Star
PBST **\$4.00 ea**



Sand Jar
SJ **\$2.50 ea**



Ceramic Fish w/ Storage
CF01 **\$3.00 ea**



Hand Painted Ceramic Fish w/ Storage
CF02 **\$3.00 ea**



Oil Starter w/ Storage Rack

- All 12 fragrances of our oils (6 half-ounce bottles of each)
- A wooden tester bar for display with built in storage
- 4 vent-clips
- P.O.P. sign
- The 72 fragrance oils are shipped in an easy to inventory box with dividers and can be displayed on rack
- Rack: 15.25" wide x 9.5" deep x 8" high

ST00 **\$306.50**



Oil Starter w/ Tester Bar

- All 12 fragrances of our oils (6 half-ounce bottles of each)
- A wooded tester bar for display
- P.O.P. sign
- Extra fragrances are shipped in an easy to inventory box with dividers
- Rack: 15.25" wide x 3" deep x 6.75" high

ST0T **\$292.50**





Lotus
VC-LOT **\$5.00 ea**



Waves
VC-WAV **\$5.00 ea**



Daisy
VC-DAI **\$5.00 ea**



Spiral
VC-SPI **\$5.00 ea**



Mandala
VC-MAN **\$5.00 ea**



Intricate Design
VC-INT **\$5.00 ea**



Flower
VC-FLO **\$5.00 ea**

Vent Clips

Each Vent-Clip includes 8 felt pads in assorted colors



Butterfly
VC-BUT **\$5.00 ea**



Tree
VC-TRE **\$5.00 ea**



Star
VC-STA **\$5.00 ea**



Peace Sign
VC-PEA **\$5.00 ea**



Tree of Life
VC-TOL **\$5.00 ea**



Heart with Wings
VC-HWI **\$5.00 ea**



Included felt pads

Wood Burners

→ Burners are the foundation it takes for your customers to keep coming back for more incense to burn. We have many of the classic designs always in stock (as seen here) and many more designs coming and going from our warehouse. Check the website for availability of other designs. We know how essential burners are to create repeat customers, this is why we include burners with every kit sold.



**Boat Shaped Inlaid Box
w/ Storage**

BSIB \$5.00 ea



**Deluxe Box Burner
w/ Storage**

DWBB \$3.50 ea



Fancy Carved Storage Box

FCWB \$4.00 ea



Inlaid Burner Set

WIB \$7.50 dz



Colorful Burner Set

WIBA \$7.50 dz



Black Burner Set

WIBB \$7.50 dz



Deep-Carved Burner Set

WIBC \$12.50 dz



Wooden Boat with Inlay

WIBI \$3.50 ea



Packaged Burner

WIBIP \$1.25 ea

**Plain Burner Set**

WIBP \$6.00 dz

**Striped Burner Set**

WIBS \$10.00 dz

**Yellow Burner Set**

WIBY \$7.50 dz

**Wood Incense Plate**

WIP \$2.50 ea

**Wooden Round Earth**

WREA \$4.00 ea

**Wooden Round Geometric**

WRGE \$4.00 ea

**Wooden Round Moon**

WRMN \$4.00 ea

**Wooden Round Tree**

WRTR \$4.00 ea

**Wooden Square Chakra**

WSCH \$4.00 ea

**Wooden Square Moon**

WSMN \$4.00 ea

**Extra Fancy Carved Coffin
w/ Storage**

XFCC \$5.00 ea

**Round Top Coffin
w/ Storage**

XFRTC \$4.00 ea

Smoking Bottles

→ It is truly captivating to watch the smoke swirl inside these bottles when in use. Smoking Bottles provide a safe, clean, and effective way to burn both Traditional and Shortie™ sticks. Just sandwich the wooden stick portion of incense through the attached ring that comes with every bottle. Let stick burn for a few seconds and blow out flame. Lower the stick into bottle until the ring sits on top. You will be mesmerized. The ash is collected in the bottom of the bottle for easy clean up.



Sun

SB208
\$6.00

Mustache

SB106
\$5.00

Koi

SB105
\$5.00

Turtle

SB211
\$6.00

Butterfly

SB104
\$5.00

Star

SB102
\$5.00

Shorties™ Smoking Bottles

\$2.00 ea



SBPGS



SB110S



SB109S



SB108S



SB107S



SB102S



Plain Green

SBPG
\$4.00



Peace

SB210
\$6.00



Heart

SB205
\$6.00



Butterfly

SB209
\$6.00



Mushroom

SB207
\$6.00



Rose

SB103
\$5.00

Fimo Rounds

Can be used for Traditional or Shortie sticks



Yellow Flower

FRFY \$4.25 ea



Peace Sign

FRPS \$4.25 ea



Yin Yang

FRYY \$4.25 ea



Winged Heart

FRWH \$4.25 ea



Cross Bone

FRXB \$4.25 ea



Turtle

FRTU \$4.25 ea



Sun

FRSN \$4.25 ea



Panda

FRPA \$4.25 ea



Owl

FROW \$4.25 ea



Mushroom

FRMU \$4.25 ea



Moon

FRMN \$4.25 ea



Lady Bug

FRLB \$4.25 ea



Frog

FRFR \$4.25 ea



Purple Flower

FRFP \$4.25 ea



Butterfly

FRBF \$4.25 ea



Spaceship

FRSP \$4.25 ea

Promo Items



36" x 96"

Large Banner

BAN \$40.00 ea



24" x 24"

Star Banner

BANSTAR \$10.00 ea



28" x 44"

Small Blue Banner

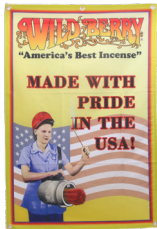
SBANB \$10.00 ea



28" x 44"

Double-Sided Banner

SBANB2 \$15.00 ea



24" x 36"

USA Pride Banner

SBANY \$10.00 ea



24" x 36"

How-to Banner

BANHOW \$10.00 ea



14" x 14" x 4"

Canvas Tote Bag

TOTE17 \$7.00 ea



16.5" x 20"

Large Drawstring Bag

SACKPACKXL \$4.00 ea



14.5" x 18"

**Drawstring Bag
w/ Zipper Pocket**

SACKPACKZIP \$4.00 ea



52" x 68"

**Extra Soft
Wild Berry Blanket**

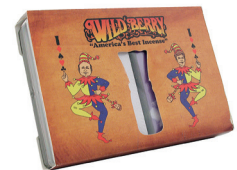
THROW22 \$10.00 ea



18" x 8" x 8"

**Logo Bag -
Assorted colors**

GYMBAG \$6.00 ea

**Wild Berry
Playing Cards**

CARDS \$2.50 ea

**Collapsible Umbrella
w/ Logo**

UMBRELLA \$10.00 ea

**18" x 7.5" Hanging
Wild Berry Sign**

LIGHT \$75.00 ea

**Collapsible Camping
Chair w/ Logo**

CHAIR \$15.00 ea

**Baseball Cap
w/ Logo**

CAP \$8.00 ea



5475 College Corner Pike • Oxford, OH 45056 USA
Phone: 513.523.8583 • 800.346.2367 • Fax: 513.523.8992
wholesale.wild-berry.com • sales@wild-berry.com