

Private Label Candle Production Guide

Partner with Byron Bay Candles to create an Australian-made candle range for your brand.

We bring proven candle-making expertise, an established scent library and quality-focused production. You retain control of your vessel, branding and packaging.



Private label candle produced by Byron Bay Candles

Candles since 2001

150+ units

Projects from \$2,500



Why partner with Byron Bay Candles?

Partnering with Byron Bay Candles gives your brand access to candle-making experience dating back to 2001 and private label production since 2017, with your range produced at our Byron Bay candle factory through a clear, streamlined process.

- Australian manufacturing in Byron Bay
- Private label experience since 2017
- 100% pure soy wax and quality cotton wicks
- Established library of proven candle scents
- Pure essential oil candle capability
- Award-winning candle jar refill system

A simple partnership model

You supply

- ☐ Candle vessels
- ☐ Lids, if required
- ☐ Product labels
- ☐ Individual boxes and inserts
- ☐ Other branded packaging components

We manage

- ☐ Scent selection and candle development
- ☐ Vessel assessment, wick selection and testing
- ☐ Pouring, curing and quality checks
- ☐ Application of supplied labels and lids
- ☐ Packing and dispatch preparation

Your brand. Your packaging. Our candle-making expertise.



Is private label the right path for your brand?

Use this page with your team to discuss the key decisions before submitting an enquiry.

1. Choose your scent pathway

Signature Scent Collection

Choose from established aromas and proven candle performers.

☐ Explore Signature scents

Pure Essential Oil Collection

Create a distinctive botanical range using established pure essential oil blends.

☐ Explore pure essential oils

Something Different

We can investigate other suitable oils. New sourcing and testing will extend development time.

☐ We have another direction in mind

Final candle pricing is confirmed once your scent is selected, as oil costs and usage requirements vary between aromas.

2. Before you enquire

☐ We are planning a production run of 150 units or more

☐ Our anticipated investment is \$2,500 or more

☐ We have selected or are sourcing a suitable candle vessel

☐ We understand vessels, lids, labels and boxes are customer supplied

☐ We have considered our preferred scent direction

☐ Key decision-makers are involved in scent approval

☐ We understand customer-supplied scent oils are not used

☐ We have considered our labels and packaging requirements

Estimated quantity

Target completion date

Proposed vessel / capacity

Preferred scent direction

Our process

1. Scent selection > 2. Vessel assessment & testing > 3. Final specification & quote > 4. Production, finishing & dispatch

Ready to discuss your candle collection?

Review the full private label page and submit your project enquiry when your team is ready.

byronbaycandles.com/create-your-own-collection



What should your candle feel like?

Use these scent directions to start the conversation with your team. They are examples, not our complete private label scent library. Once we understand the mood and customer you are creating for, we can recommend proven candle performers that suit your brief.



Fresh & Coastal

Clean, airy and relaxed. Suits coastal, accommodation, wellness and lifestyle brands.

Think: sea air, eucalyptus, citrus, soft woods.

☐ Explore this direction



Bright & Citrus

Energetic, uplifting and modern. A strong option for fresh, optimistic brand positioning.

Think: lime, grapefruit, mandarin, lemon myrtle.

☐ Explore this direction



Floral & Soft

Elegant, inviting and expressive. Works well for beauty, gifting, spa and lifestyle ranges.

Think: jasmine, honeysuckle, rose, ylang ylang.

☐ Explore this direction



Warm & Comforting

Rich, familiar and cocooning. Ideal for gifting, homewares and premium seasonal collections.

Think: vanilla, caramel, amber, gentle spice.

☐ Explore this direction



Woody & Grounding

Calm, sophisticated and gender-neutral. Well suited to hospitality, corporate and wellness brands.

Think: sandalwood, cedarwood, patchouli, soft resins.

☐ Explore this direction



Pure Essential Oil

A distinctive botanical pathway using pure essential oil blends developed for candle performance.

Think: uplifting, balancing, grounding or restorative botanical profiles.

☐ Explore this direction

Prefer something more specific?

Tell us the scent story, mood or customer experience you want to create. If we need to source and test a new oil, this adds development time and final pricing can only be confirmed after scent approval.

Our preferred direction

Who needs to approve the scent?

Words we want the candle to evoke

Scents / notes we definitely want to avoid
