



CONCRETE & WAX

Modular, stackable candleware

Hand-poured in Suffolk, England

Brand Guide

2021



The
CONCRETE&WAX
Story

OUR STORY



In the spring of 2018, after more than two decades of working in the fashion industry (running the creative consultancy **2SOM studio** since 2004), husband and wife design duo Alex Sommer and Laura Keller decided to apply their creative know-how to something else.

From a little man-cave concrete tinkering, inspiration was born. He inspired her with his concrete creations which made her start thinking about wax. Some girl-time candle-making experiments followed and after much R&D, prototyping, sampling and testing we can now assuredly say, **HE is Mr Concrete and SHE is Mrs Wax.**

They launched their modular, stackable collection of hand poured candles and concrete holders in 2019 and have since added a vegan collection of container candles and diffusers, as well as other homeware pieces.

"Having spent so many years working in the fast-paced fashion and technically evolving sportswear industry, our aim was to create a collection of timeless, unique products that are built to last."

Mr. Concrete

Mrs Wax



The
CONCRETE&WAX
Story

OUR BRAND ETHOS



Keeping it Local:

We sought out skilled local craftsmen to make our candle prototypes from layered plywood and our concrete prototypes from aluminium turned on a lathe. Of course we could have had them 3D printed for speed and durability, but we wanted the characteristics of the prototype materials to be reflected in the product. And it translates beautifully, meaning our candles have unique, subtle horizontal ridges adding textural interest and the concrete has a smooth, luxurious, almost marble-like touch.



We sourced all our components from UK manufacturers or suppliers and hand-pour every item in small batches in our Suffolk workshop.



The Cork Feet:

Each concrete holder sits on top of a 6mm deep cork foot. This cork foot serves 3 key purposes:

- 1) To protect surfaces and give stability to the product.
- 2) To hand-stamp our branding on.
- 3) To create the modular, stacking system because each cork foot fits perfectly and snugly into each holder.

The cork has been sourced from a responsible UK supplier.

Traceability:

Each candle has been tested to achieve the best burn we possibly can. On the base of each candle, beneath our embossed branding, is a hand-stamped batch code allowing for traceability of each ingredient back to the source, as well as detailed information about the manufacturing process (recipe, pouring temperature etc). All candles are fully CLP compliant.



Our Footprint:

When working with a product like concrete, it's not easy to shout our eco-credentials from the rooftops. We do, however keep our footprint as small as possible, by sourcing locally, using recyclable materials where possible and having minimum waste (eg we turn any excess concrete into concrete sample discs or one-off holders and wax into tea-lights).

Intelligent Modular Design:

Our aim was to design a collection of products that allow customers to create unique candleware arrangements, so we designed a stackable, interchangeable collection of candles and holders that offer flexibility and creativity.

We fully embrace the fact that the concrete will always outlast the candle so each holder is also designed to fit any standard tea light and the pot lid can hold up to three.

Unique Camouflage Concrete:

Poured by hand by two people, there is no exact science in creating the camouflage design. The result is truly unique concrete. There will only ever be one of a kind.





The
CONCRETE
Collection

Concrete Characteristics:

* Every piece of concrete has unique surface characteristics because of the drying process where tiny air bubbles can form, meaning there will always be slight imperfections. We embrace this, it is part of the design and makes each piece unique.

* Each piece has a hand-stamped branded cork foot applied to its base.

* A soft cloth is used to apply a natural waxed oil coating to the concrete surface to protect from any wax marks or drips.



The **WAX** Collection

Candle Characteristics:

- * All of our candles are hand poured and made from 100% natural wax.
- * A sprinkling of beeswax has been added to the soy wax to add strength to the pillar candles.
- * They have an integrated foot at the base which fits snugly into our holders, and gives a floating aesthetic.
- * The top edge of each candle is shaved by hand to achieve a smooth finish and each is then individually tissue wrapped.
- * All container candles are poured using a vegan blend of rapeseed and coconut wax.
- * Each candle uses a square-braided natural wick.

FRAGRANCES

Mrs Wax's guide to her fragrance selection

Lime, Basil & Mandarin

A long-loved favourite fragrance of mine and the perfume I've worn since 1997. Its citrus freshness is relaxing, yet invigorating. It conjures up memories of busy days and tropical escapes.

Tobacco & Oak

This fragrance was developed with Mr Concrete firmly in mind. An earthy aroma of smoky tobacco and dusty oak moss mixed with leather, spice and musk. It's very masculine, but not at all overpowering. Need I say more?

Sandalwood & Black Pepper

The most luxurious candle fragrance in our collection and very gender neutral. The sandalwood aroma evokes calm, black peppercorns throw a faint spiciness into the mix and citrus top notes add a fresh finishing flourish.

Amber Noir

A warming, intoxicating and mysterious fragrance. To Mr Concrete it provides a magical, tropical scent sensation, but it transports me to a mystical and exotic forest. Where will it take you?

NEW IN 2021:

Cherished Leather

An Italian leather market. The buttery softness of a nappa leather jacket or the squeak of a polished handbag; the fresh citrus and herbal aromas circulating around. Sophisticated, yet homely and completely unforgettable.

Curious Rose

Not overpoweringly floral, but deeply intriguing and rich with smoky undercurrents of oud wood. Intoxicating and sensual. If our blush concrete had a fragrance to it, then this would be it.

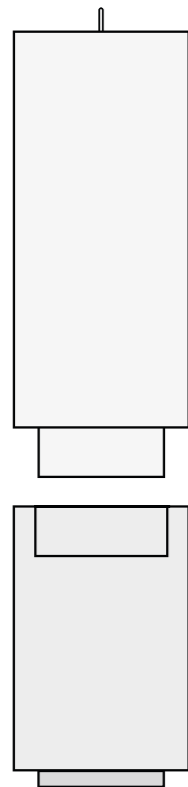


The
CONCRETE&WAX
Collection



The
CONCRETE&WAX
Collection

SLIM HOLDER & CANDLE SET
The streamlined and elegant one



The perfect union of streamlined and elegant perfection. The holder is also designed to fit any standard tealight and can be stacked on top of all our other holders. The candle can be burned on all our other holders too.

Technical Info - CONCRETE:

Approx dimensions: W: 53mm x H: 86mm (inc. 6mm cork foot)
Approx weight: 275gm

Technical info - WAX:

Approx dimensions (total): W: 53mm x H: 130mm
Approx dimensions (useable): W: 53mm x H: 115mm
Approx weight: 250gm

Solid Colours:

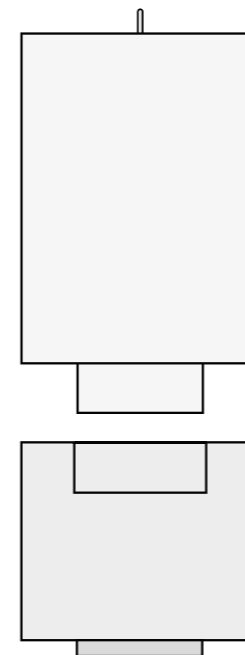
RRP: £38.00

Available CONCRETE colours + the WAX fragrance of your choice:



The
CONCRETE&WAX
Collection

MID HOLDER & CANDLE SET
The satisfyingly compact one



Not too wide, nor too skinny. Unsurprisingly this is our most popular ensemble. Proving medium is rarely mediocre. The holder is also designed to fit any standard tealight and can be stacked on top of our large holder, pot & plate. The candle can be burned on all of these holders too.

Technical Info - CONCRETE:

Approx dimensions: W: 72mm x H: 66mm (inc. 6mm cork foot)
Approx weight: 390gm

Technical info - WAX:

Approx dimensions (total): W: 72mm x H: 110mm
Approx dimensions (useable): W: 72mm x H: 95mm
Approx weight: 375gm

Solid Colours:

RRP: £45.00

Camo Colours:

RRP: £50.00

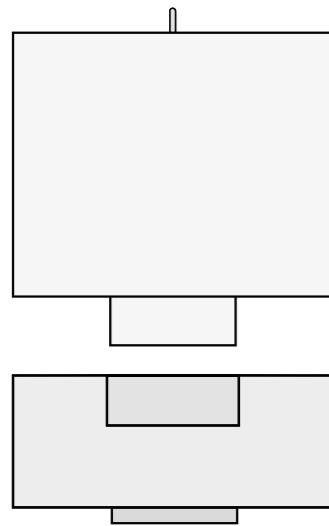
Available CONCRETE colours + the WAX fragrance of your choice:



The
CONCRETE&WAX
Collection

LARGE HOLDER & CANDLE SET

The sturdy and rugged one



This is the union that you just know is built to stand the test of time. The holder is robust and the candle weighty. The holder is also designed to fit any standard tealight and can be stacked on top of our pot & plate. The candle can be burned on these holders too.

Technical info - CONCRETE:

Approx dimensions: W: 97mm x H: 46mm (inc. 6mm cork foot)
Approx weight: 490gm

Technical info - WAX:

Approx dimensions (total): W: 97mm x H: 90mm
Approx dimensions (useable): W: 97mm x H: 75mm
Approx weight: 525gm
Approx burning time: 40-45 hours

Solid Colours:

RRP: £55.00

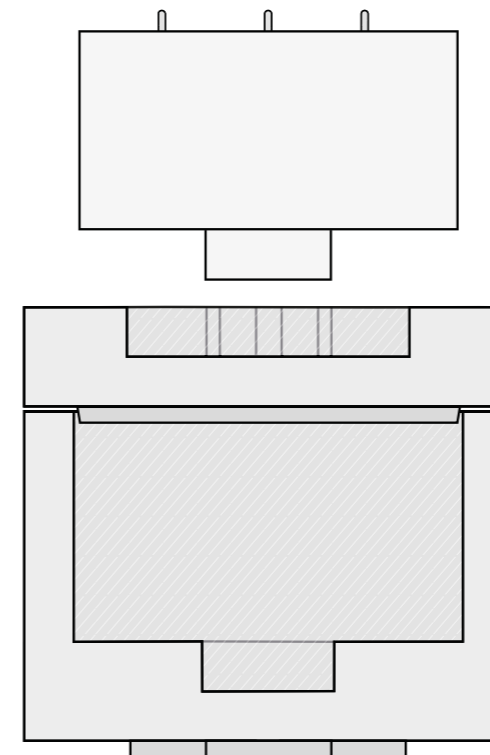
Available CONCRETE colours + the WAX fragrance of your choice:



The
CONCRETE&WAX
Collection

POT & 3-WICK CANDLE SET

The big, bad-boy one



What's not to like about a big heavy concrete pot with a 3-wick candle in it? They fit together harmoniously and are primed and ready to make a fantastic sideboard or table statement.

Both the base and the lid can also be used independently to hold any of our candles or a simple tealight in the base, or 1-3 tealights in the lid. The candle can also be burnt on our plate

Technical info - CONCRETE:

Approx dimensions: W: 148mm x H: 136mm (inc. 6mm cork feet)
Approx weight: 2350gm

Technical info - WAX:

Approx dimensions (total): W: 118mm x H: 75mm
Approx dimensions (useable): W: 118mm x H: 60mm
Approx weight: 585gm
Approx burning time: 20-25 hours

Solid Colours:

RRP: £80.00

Camo Colours:

RRP: £90.00

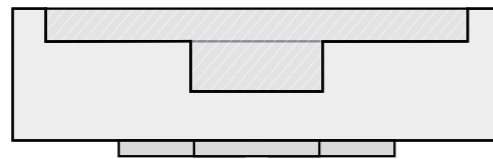
Available CONCRETE colours + the WAX fragrance of your choice:



The
CONCRETE&WAX
Collection

CANDLE PLATE

The practical one



The perfect accompaniment to all of our holders to catch any rogue drips. Our plate has also been designed to hold any of our candles, or a simple tealight.

Technical info:

Approx dimensions: W: 148mm x H: 46mm (inc. 6mm cork feet)
Approx weight: 950gm

Solid Colours:

RRP: £40.00

Camo Colours:

RRP: £45.00

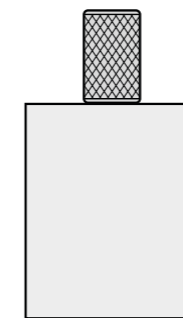
Available Colours:



The
CONCRETE&WAX
Collection

SNUFFER

The frivolous finishing flourish



The finishing touch to our collection offers a stylish solution for extinguishing your candles. This hand-poured concrete snuffer is finished with a sleek, knurled metal handle.

Technical info:

Approx dimensions: W: 53mm x H: 90mm
Approx weight: 240gm

Handle available in:

Matt Black, Polished Chrome, Antique Brass

Solid Colours:

RRP: £30.00

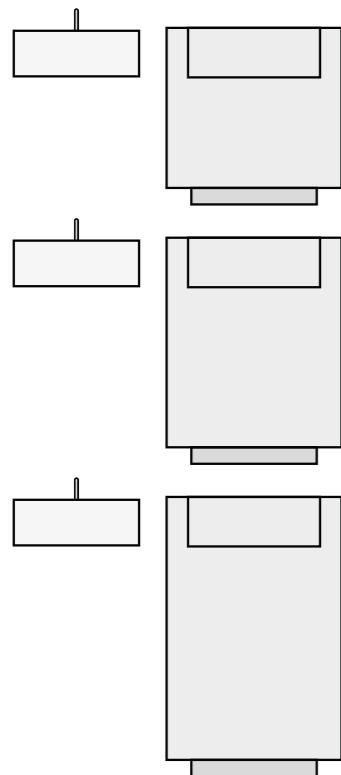
Available Colours:



The
CONCRETE&WAX
Collection

TEALIGHT TRIO

The one that makes the perfect gift



Three hand-poured concrete tealight holders that are designed to independently burn any standard tealights or to be stacked on top of each other (or on top of any of our other holders) to burn a tealight. Each holder also perfectly fits our slim candle.

The holders are delivered with three fragranced tealights of your choice from our collection.

Technical info:

Approx dimensions: W: 53mm x H: 190mm (if stacked, inc 6mm cork foot)
Approx weight: 700gm

All Colours:

RRP: £42.00

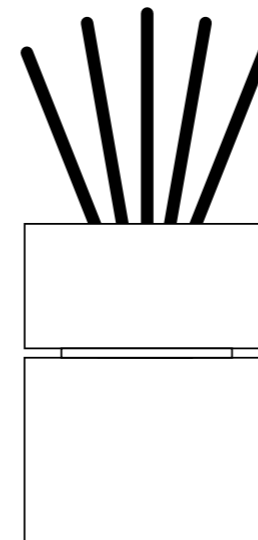
Available Colours:



The
CONCRETE&WAX
Collection

REED DIFFUSER

The one with a secret super power



Our reed diffuser contains a blend of paraben-free fragrance oil and a vegan diffuser base. It is delivered with 5 chunky black fibre reeds.

The hand poured black concrete diffuser lid can be removed from the diffuser bottle and independently used to burn our slim and mid candles and any standard tealight.

Technical info:

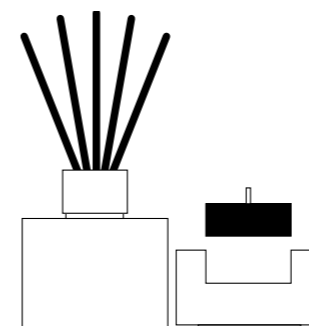
Contains 100ml of diffuser fragrance and 1 fragranced tealight
Approx dimensions: W: 68mm x H: 95mm (inc lid)
Approx weight: 580gm

Available in all 6 fragrances from the collection:

Lime, Basil & Mandarin / Tobacco & Oak / Sandalwood & Black Pepper / Amber Noir / Cherished Leather / Curious Rose

One Colour Only:

RRP: £38.00



SMALL CONTAINER CANDLE

The ideal candle-lovers gift with a difference



Our 100% vegan hand poured container candle is made from fragranced rapeseed and coconut wax housed in a matt black glass vessel.

The hand poured concrete container lid can also be used independently to burn our slim and mid candles and any standard tealight.

Technical info:

Contains 180gm of fragranced wax and one fragranced tealight

Approx dimensions: W: 74mm x H: 109mm (inc lid)

Approx weight: 575gm

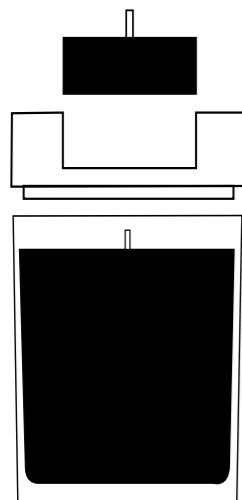
Approx burning time: 30-35 hours

Available in all 6 fragrances from the collection:

Lime, Basil & Mandarin / Tobacco & Oak / Sandalwood & Black Pepper / Amber Noir / Cherished Leather / Curious Rose

One Colour Only:

RRP: £32.00



LARGE CONTAINER CANDLE

The chunky, big brother to the previous one!



Our 100% vegan hand poured container candle is made from fragranced rapeseed and coconut wax housed in a matt black glass vessel.

The hand poured concrete container lid can also be used independently to burn our slim, mid and large candles and any standard tealight.

Technical info:

Contains 400gm of fragranced wax and one fragranced tealight

Approx dimensions: W: 99mm x H: 132mm (inc lid)

Approx weight: 1300gm

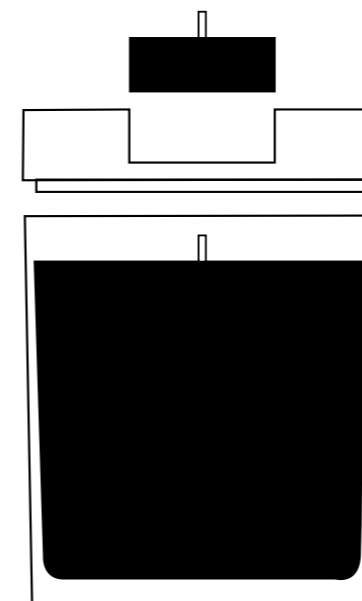
Approx burning time: 50 hours

Available in all 6 fragrances from the collection:

Lime, Basil & Mandarin / Tobacco & Oak / Sandalwood & Black Pepper / Amber Noir / Cherished Leather / Curious Rose

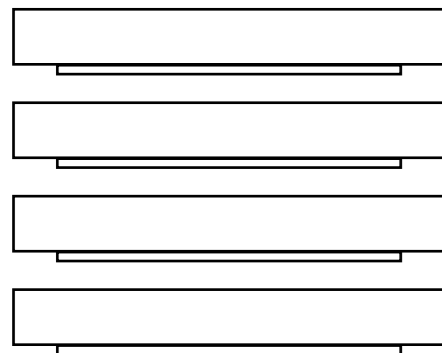
One Colour Only:

RRP: £48.00



COASTER SET

The one with no wax



A set of four hand poured concrete coasters. Each designed to endure the test of time - whether that be coffee cups, wine glasses, keys, coins or jewellery. The surface is smooth and the look is luxurious.

Each coaster has a branded cork base to add stability and protect surfaces.

Technical info:

Approx individual coaster dimensions: W: 9.5cm x H:0.9cm

Set of Four:

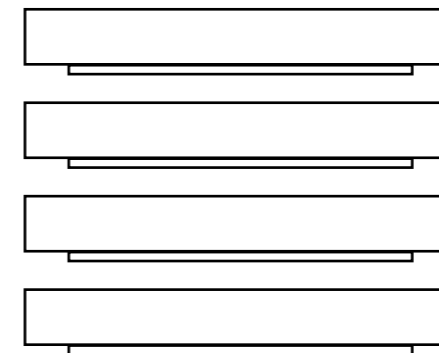
RRP: £30.00

Available Colours:



SPLATTER & CAMO COASTER SET

The one with no wax - inspired by lockdown



These coasters have a lovely lockdown story behind them, when one home schooling day Little Miss Concrete & Wax asked to pour concrete like Daddy instead of doing maths. The brief was to do it like Jackson Pollock and the result was truly inspiring (albeit very messy). Now, these have been poured by Mr Concrete, but he's not too proud to admit he took inspiration and direction from his little Miss when developing them.

Each coaster has a branded cork base to add stability and protect surfaces.

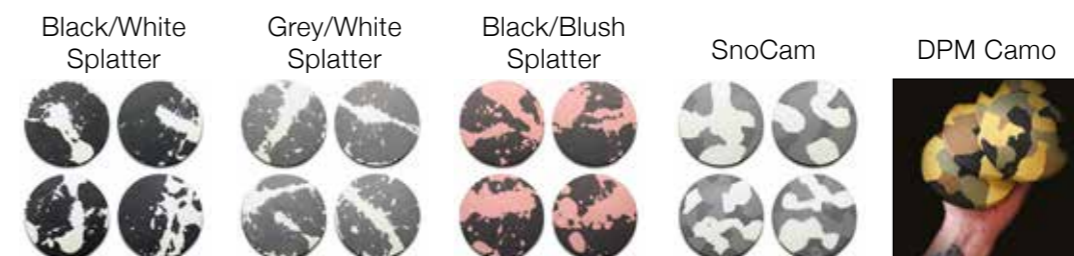
Technical info:

Approx individual coaster dimensions: W: 9.5cm x H:0.9cm

Set of Four:

RRP: £35.00

Available Colours:





OUR FUTURE STEPS

We plan to grow our business in a sustainable way that supports our local community. We will never be about speedy up-scaling and out-sourcing to achieve higher capacity at minimum cost.

The
CONCRETE&WAX
Collection

STYLED BY US



The
CONCRETE&WAX
Collection

STYLED BY OUR CUSTOMERS



For all enquiries please contact:

2SOM Ltd T/A CONCRETE & WAX

Thatches, Mendlesham, Suffolk, IP14 5RR

www.concreteandwax.com

Laura Keller

T: 07825 759666 / E: concreteandwax@2som.com



@concreteandwax

www.concreteandwax.com