

Over the last 5 years, Just For Laughs (JFL) has become a birthday party favorite by wowing consumers with interactive birthday candles and cake topper items.

Our iconic Incredible Candle automatically lights 16 candles, opens, spins, plays Happy Birthday and continues to be a top seller with millions of pieces sold!

In 2020, we launched The Party Popper Cake Topper and it quickly became our best selling item. Simply pour in edible confetti, light the wick and it Pops! shooting edible confetti into the air, decorating the cake.

New for 2022, we have added several interactive items and a full line of basic, fashion-forward candle designs that are sure to fill all your birthday candle needs.

Singing Happy Birthday and blowing out birthday candles is a special moment for everyone and Just For Laughs is committed to making your birthday party the Best Party Ever!



# WHO ARE WE? WHY DOES IT MATTER?





JFL Enterprises was founded as a Cleveland, Ohio based, retail store, by John and Janice Meno in the mid 80's. With a relentless pursuit for trendy products and a drive for excellence in customer service and merchandising, the Meno family quickly grew Just For Laughs to five locations around the Cleveland area.

Staffed primarily by Mom and their 3 children, the stores became an extension of home. We didn't know it at the time but, ringing the registers, travelling to trade shows, stocking shelves, and dealing with customers, gave us a unique education that ultimately, prepared us for the future of JFL.

Fast-Forward to the early 2000's, Mom and Dad were winding things down at the stores and my brothers and I were building our corporate careers in the toy industry when we made our first trip to China. We were extremely excited by the opportunities that we saw. It was quickly decided that we would quit our corporate jobs and transform JFL into a consumer products company that would develop and source its own products and brands.

Today, JFL has 2 brands, multiple patents and roughly 150 products that can be found on the shelves of most major retailers in the United States.

- CATEGORY LEADER IN INNOVATING THE TOP OF CAKES
- CATEGORY LEADER IN REPLICA LICENSED 5" DIECAST VEHICLES.
- JFL IS COMMITTED TO EXECUTING ALL OF OUR PROGRAMS AS A
  "BEST IN CLASS" SUPPLIER BY STOCKING INVENTORY TO EXCEED
  RETAILERS' EXPECTATIONS.
- JFL STRIVES TO BRING VALUE BY DEVELOPING PRODUCTS AND BRANDS THAT HAVE A "SPECIALTY FEEL WITH A MASS APPEAL."
- OUR DIVERSE CUSTOMER BASE KEEPS US ON TREND (SPECIALTY, MASS, PARTY, GROCERY)
- PRODUCT DEVELOPMENT TEAM FOCUSED ON DISRUPTING INNOVATING AND DRIVING FORWARD ALL CATEGORIES WE PARTICIPATE IN.
- OWNERSHIP TEAM WITH OVER 100 YEARS OF COMBINED RETAIL AND CONSUMER PRODUCTS EXPERIENCE.





DRIVE UP SALES,
INCREASE BASKET SIZE
AND CREATE A COHESIVE,
BRANDED STATEMENT
FOR ALL OF YOUR
BIRTHDAY CANDLE NEEDS.

### **COHESIVE BRANDED STATEMENT**

For far too long, birthday candles have been neglected in retail stores. Many of our customers were buying birthday candles from multiple vendors, at multiple price points, and merchandising them in multiple places in their stores.

By mixing innovative items with "tried and true" basic products and packaging them in a way that is fun and excitng, we have created a program that sets the standard in the birthday candle market.

### PERMANENT DISPLAY SOLUTION

One of the main components of the program is our attactive and efficient display system. Each peg is labeled with a photo of each item for easy service and placement on the rack. We have also created pegs that have a space for a shelf tag. Side-1 contains all of our basic and fashion designs and side-2 features all of our innovative, proprietary creations. Locking casters on the bottom of the display allows it to be easily moved. Colorful graphics were added to the sides that scream "Birthday Candles!"

### **PROMOTIONS / NEW PRODUCT LAUNCHES**

All of our interactive, proprietary items are also available in colorful floor shipper displays and PDQ's.

By strategically mixing in these displays on a regular basis, we are insuring that new consumers are constantly seeing all of our "latest and greatest" items!





## GET THE PARTY STARTED!

### STEP 1- ORDER THE FLOOR SPINNER DISPLAY!

The JFL development team has carefully curated a mix of products that covers all of your birthday candle needs. The JFL sales team will assist in the item setup process and work with you to create a plan to manage and insure the display is full and looking good at all times.

### **STEP 2 - SELECT YOUR PROMOTIONS**

Birthday candles need to be promoted to drive, grow, maintain and maximize sales.

Our products are unique and create a definite wow factor every time they are used. By promoting our best items in floor shipper displays, you are insuring that your stores are a destination for all of the coolest birthday candle items!

We suggest running a dfferent display each quarter. By planning which items and dates to promote, you are securing inventory and insuring future sales growth.



















# LAZER BALLOONS

Includes Tabletop Display Stand







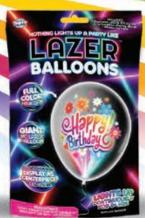
Item# 3720F Lazer Balloons Assorted Floor Display Oty: 48 pcs



Item# 3721 Qty: 12



Item# 3722 Qty: 12



Item# 3723 Qty: 12



Item# 3720C Lazer Balloons Assorted Counter Display Qty: 18



Item# 3724 Qty: 12



Item# 3725 Qty: 12



Item# 3726 Qty: 12

Package Dims: 5.5"w X 7.5" h x 1.25" d





### SHOWCASE LAZER BALLOONS **AND DRIVE SALES!**

Hangs on balloon wall alongside mylar balloons

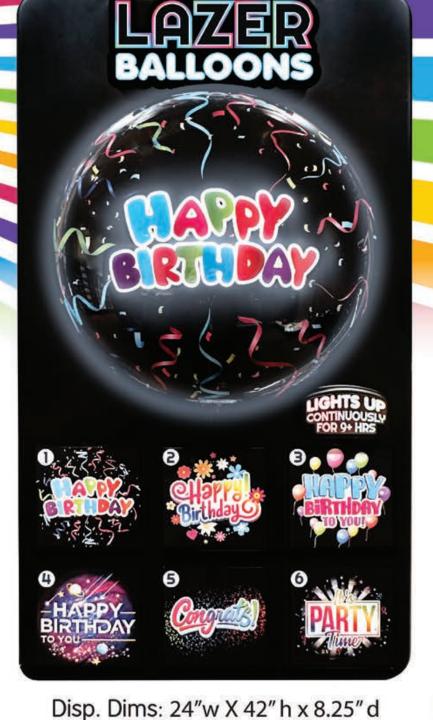
Includes a remote control that allows you to change the light show from strobe to flash and more

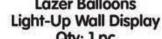
Standard power outlet needed.

\$150 value!

Free with the purchase of 144 Lazer Balloon

Item# Disp38 Lazer Balloons Qty: 1 pc











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Item# 3601
Tune-A-Loons Singing Balloon
"Birthday" by The Beatles
Pack: 12







Item# 3603 Tune-A-Loons Singing Balloon "In Da Club" by 50 Cent Pack: 12

















Item# 3325C Butterfly Surprise Cake Topper Counter Display Qty: 24

Item# 3325 Butterfly Surprise Cake Topper Open Stock Qty: 12





Package Dims: 5.7"w X 6.5"h X .75" d



**FLYING BUTTERFLIES** 



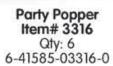
# CONTENTE CONTENTE

CONFETTI MADE IN THE USA









Party Popper Floor Display Item# 3316F Qty: 60







Party Popper Shelf Reay Display Item# 3316K

Qty: 6







Item# 3318F Party Popper Metallic Floor Display Qty: 60



GOLD AND SILVER EDIBLE CONFETTI

INCLUDED!







PLAYS
"HAPPY
BIRTHDAY

The Original MCREDIBLE CANDILE &

ONE CANDLE LIGHTS THEM

CANDLES





Incredible Candle Item# 3305 6-41585-03305-4

Incredible Candle Floor Display Item# 3305F Qty: 56



Incredible Candle Counter Display Item# 3305C Qty: 20



PLAYS
"HAPPY
BIRTHDAY

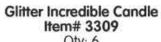
## Glitter Maredible Candle)

16 CANDLES

ONE CANDLE LIGHTS THEM ALL!

## opens & spins!





Qty: 6 6-41585-03309-2



Glitter Incredible Candle Counter Display Item# 3309C Qty: 20



Glitter Incredible Candle Floor Display Item# 3309F Qty: 60







# CUCK-LIGHT BIRTHDAY CANDLES





Quick Light Item# 3439

Qty: 12 6-41585-03439-6 UCHTING ONE UCHTS THEM ALL



Quick Light Shelf Ready Display Item# 3439K

Qty: 12



Quick Light Counter Display Item# 3439C

Qty: 36



Quick Light Floor Display Item# 3439F Qty: 75







Bday Candle Air Cannon Counter Display Item# 3320C Qty: 24















Bday Candle Air Cannon Item# 3320 Qty: 6 6-41585-03320-7





# CANDLE POWERED CAKE TOPPER



# PINCEPIE BE

# LIGHT CANDLES AND WATCH IT MAGICALLY SPIN!



Spincredible Candle Shelf Ready Display Item# 3321K Qty: 6



Spincredible Candle Item# 3321 Qty: 6 6-41585-03321-4

Spincredible Candle Floor Display Item# 3321F Qty: 60





Spincredible Candle Counter Display Item# 3321C Qty: 24



















**Counter Display** Item# 3323C Qty: 24











Cake Brites Item# 3324 6-41585-03324-5

Cake Brites Floor Display Item# 3324F Qty: 75



## COLOR-CHANGING LIGHT SHOW!







Cake Brites Counter Display Item# 3324C Qty: 24





## **COMBO DISPLAY**





Glitter Incredible Candle



DESCRIPTION	UPC	Qty		
Party Popper Cake Topper	6-41585-03316-0	16		
Party Popper Metallic	6-41585-03318-4	16		
Glitter Incredible Candle	6-41585-03309-2	8		
Spincredible Candle	6-41585-03321-4	9		
Cash Stash Cake Surprise	6-41585-03322-1	8		

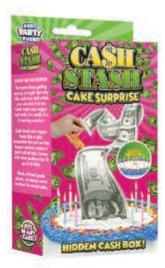
Item# BPEET Combo Floor Display Qty: 57



Spincredible Candle



Party Popper Metallic



Cash Stash Cake Surprise



Party Popper Cake Topper







Item# 3401 BIRTHDAY CANDLES CANDY STRIPES PASTEL INNER PACK: 8 PC

6-41585-03401-3



Item# 3402 BIRTHDAY CANDLES CANDY STRIPES PRIMARY INNER PACK: 8 PC

6-41585-03402-0



Item# 3419 BIRTHDAY CANDLE BABY'S FIRST (GIRL) INNER PACK: 6 PC 6-41585-03419-8



Item# 3420 BIRTHDAY CANDLE BABY'S FIRST (BOY) INNER PACK: 6 PC 6-41585-03420-4



Item# 3403 BIRTHDAY CANDLES HAPPY B-DAY GOLD INNER PACK: 6 PC 6-41585-03403-7



Item# 3405 BIRTHDAY CANDLES HAPPY B-DAY GLITTER

INNER PACK: 6 PC

6-41585-03405-1

BIRTICAN

Item# 3421 BIRTHDAY CANDLE COLOR FLAMES INNER PACK: 6 PC 6-41585-03421-1



Item# 3440 CAKE TOPPER LIGHT UP HAPPY B-DAY INNER PACK: 6 PC 6-41585-03440-2



Item# 3437 BIRTHDAY CANDLE-No. 0 INNER PACK: 6 PC 6-41585-03437-2



Hem# 3436 BIRTHDAY CANDLE-No. 1 INNER PACK: 6 PC 6-41585-03436-5



Item# 3435 BIRTHDAY CANDLE-No. 2 INNER PACK: 6 PC 6-41585-03435-8



Item# 3434 BIRTHDAY CANDLE-No. 3 INNER PACK; 6 PC 6-41585-03434-1



Item# 3433 BIRTHDAY CANDLE-No. 4 INNER PACK: 6 PC 6-41585-03433-4



Item# 3432 BIRTHDAY CANDLE-No. 5 INNER PACK: 6 PC 6-41585-03432-7



Item# 3431 BIRTHDAY CANDLE-No. 6 INNER PACK: 6 PC 6-41585-03431-0



Item# 3430 BIRTHDAY CANDLE-No. 7 INNER PACK: 6 PC 6-41585-03430-3



Item# 3429 BIRTHDAY CANDLE-No. 8 INNER PACK: 6 PC 6-41585-03429-7



Item# 3428 BIRTHDAY CANDLE-No. 9 INNER PACK: 6 PC 6-41585-03428-0









Item# 3422 BIRTHDAY CANDLES PATTERN POLKA DOTS INNER PACK: 6 PC 6-41585-03422-8



Item# 3423 BIRTHDAY CANDLES PATTERN STRIPES INNER PACK: 6 PC 6-41585-03423-5



Item# 3424 BIRTHDAY CANDLES PATTERN CHEVRONS INNER PACK: 6 PC 6-41585-03424-2



Item# 3425 BIRTHDAY CANDLES PATTERN BLACK/WHITE INNER PACK: 6 PC 6-41585-03425-9



Item# 3426 BIRTHDAY CANDLES PATTERN PINK/WHITE INNER PACK: 6 PC 6-41585-03426-6



Item# 3427 BIRTHDAY CANDLES PATTERN BLUE/WHITE INNER PACK: 6 PC 6-41585-03427-3



Item# 3416 BIRTHDAY CANDLES TALL INNER PACK: 12 PC



Item# 3417 BIRTHDAY CANDLES SWIRL INNER PACK: 6 PC

6-41585-03417-4



Item# 3418
BIRTHDAY CANDLES
SURPRISE RE-LIGHT
INNER PACK: 8 PC

6-41585-03418-1



Item# 3415 BIRTHDAY CANDLES MUSICAL INNER PACK: 6 PC

6-41585-03415-0



Item# 3414 BIRTHDAY CANDLES COLOR BLEND TAPERS INNER PACK: 6 PC 6-41585-03414-3



Item# 3407 BIRTHDAY CANDLES GLITTER PRIMARY INNER PACK: 8 PC 6-41585-03407-5



Item# 3408 BIRTHDAY CANDLES GLITTER BLUE INNER PACK: 8 PC

6-41585-03408-2



Item# 3409 BIRTHDAY CANDLES GLITTER PASTEL INNER PACK: 8 PC 6-41585-03409-9



Item# 3410 BIRTHDAY CANDLES GLITTER PINK INNER PACK: 8 PC 6-41585-03410-5



Item# 3411 BIRTHDAY CANDLES GLITTER BLACK INNER PACK: 8 PC 6-41585-03411-2



Item# 3412 BIRTHDAY CANDLES SILVER INNER PACK: 8 PC

6-41585-03412-9



Item# 3413
BIRTHDAY CANDLES
GOLD
INNER PACK: 8 PC

6-41585-03413-6







### FAST TRACK COUNTER DISPLAY PROGRAM

### 4-SIDED DISPLAY



### FAST TRACK FLOOR DISPLAY PROGRAM

### 2-SIDED DISPLAY







Item# BCCD

INNER PACK: 466pc

6-41585-00251-7

**Display Dimensions:** 

26"W x 24"H x 26"D







Side -

## **SPINNING RACKS**

## **COLORFUL DESIGNS**

**EASY ASSEMBLY** 

### LOCKING CASTORS

### Item# BCFD

INNER PACK: 534pc 6-41585-00250-0

Display Dimensions: 20.5"W x 74"H x 13"D







### FAST TRACK COUNTER DISPLAY PROGRAM

		Descripiton	ltem #	Qty
SIDE 1	1	BIRTHDAY CANDLES- CANDY STRIPES PASTEL	3401	16
	2	BIRTHDAY CANDLES- CANDY STRIPES PRIMARY	3402	16
	3	BIRTHDAY CANDLES- MUSICAL	3415	12
	4	BIRTHDAY CANDLES- TALL	3416	16
	5	BIRTHDAY CANDLES- SWIRLS	3417	12
	6	BIRTHDAY CANDLES- SURPRISE RE-LIGHT	3418	16
	7	BIRTHDAY CANDLES- BABY'S FIRST (GIRL)	3419	12
	8	BIRTHDAY CANDLES- BABY'S FIRST (BOY)	3420	12
	9	BIRTHDAY CANDLES- COLOR FLAMES	3421	12
	10	BIRTHDAY CANDLES- GLITTER PRIMARY COLORS	3407	16
	11	BIRTHDAY CANDLES- GLITTER PASTELS	3409	16
	12	BIRTHDAY CANDLES- GLITTER BLUE	3408	16
	13	BIRTHDAY CANDLES- GLITTER PINK	3410	16
8	14	BIRTHDAY CANDLES- SILVER	3412	16
ᄦ	15	BIRTHDAY CANDLES- GOLD	3413	16
SIDE 2	16	BIRTHDAY CANDLES- PATTERN POLKA DOTS	3422	12
	17	BIRTHDAY CANDLES- PATTERN STRIPES	3423	12
	18	BIRTHDAY CANDLES- PATTERN CHEVRONS	3424	12
	19	BIRTHDAY CANDLES- PATTERN BLACK/WHITE	3425	12
	20	BIRTHDAY CANDLES- PATTERN PINK/WHITE	3426	12
	21	BIRTHDAY CANDLES- PATTERN BLUE/WHITE	3427	12
	22	BIRTHDAY CANDLES- HAPPY BDAY LETTERS GLITTER		12
SIDE 3	23	BIRTHDAY CANDLES- NUMBER 9	3428	12
	24	BIRTHDAY CANDLES- NUMBER 8	3429	12
	25	BIRTHDAY CANDLES- NUMBER 7	3430	12
	26	BIRTHDAY CANDLES- NUMBER 6	3431	12
	27	BIRTHDAY CANDLES- NUMBER 5	3432	12
	28	BIRTHDAY CANDLES- NUMBER 4	3433	12
	29	BIRTHDAY CANDLES- NUMBER 3	3434	12
SIDE 4	30	BIRTHDAY CANDLES- NUMBER 2	3435	12
	31	BIRTHDAY CANDLES- NUMBER 1	3436	12
	32	BIRTHDAY CANDLES- NUMBER 0	3437	12
	33	BIRTHDAY CANDLES- QUICK LIGHT	3439	12 12
	34	PARTY POPPER CAKE TOPPER- PINK/BLUE	3316	
	35	INCREDIBLE CANDLE- GLITTER	3309	6
	36	BIRTHDAY CANDLE CANNON	3320	6
	37	SPINCREDIBLE CANDLE	3321	, 6
	38	FAST TRACK CANDLE DISPLAY	DISP37	/

## FAST TRACK FLOOR DISPLAY PROGRAM

	Descripiton	Item #	Qty
	BIRTHDAY CANDLES- CANDY STRIPES PASTEL	3401	16
	2 BIRTHDAY CANDLES- CANDY STRIPES PRIMARY	3402	16
	3 BIRTHDAY CANDLES- HAPPY BDAY LETTERS GOLD	3403	6
	4 BIRTHDAY CANDLES- HAPPY BDAY LETTERS GLITTER	3405	6
	5 BIRTHDAY CANDLES- GLITTER PRIMARY COLORS	3407	16
	6 BIRTHDAY CANDLES- GLITTER PASTELS	3409	16
	7 BIRTHDAY CANDLES- GLITTER BLUE	3408	16
	7 BIRTHDAY CANDLES- GLITTER BLUE 8 BIRTHDAY CANDLES- GLITTER PINK 9 BIRTHDAY CANDLES- GLITTER BLACK	3410	16
		3411	16
	10 BIRTHDAY CANDLES- SILVER	3412	16
	11 BIRTHDAY CANDLES- GOLD 12 BIRTHDAY CANDLES- COLOR BLEND TAPERS	3413 3414	
	13 BIRTHDAY CANDLES- COLOR BLEND TAPERS	3414	6
	14 BIRTHDAY CANDLES- MOSICAL	3415	8
_	15 BIRTHDAY CANDLES- SWIRLS	3417	12
Ä	16 RIPTHDAY CANDLES- SVIRES	3418	16
SIDE	16 BIRTHDAY CANDLES- SURPRISE RE-LIGHT 17 BIRTHDAY CANDLES- BABY'S FIRST (GIRL)	3419	12
	18 BIRTHDAY CANDLES- BABY'S FIRST (BOY)	3420	12
	19 BIRTHDAY CANDLES- COLOR FLAMES		12
	19 BIRTHDAY CANDLES- COLOR FLAMES 20 BIRTHDAY CANDLES- PATTERN POLKA DOTS 21 BIRTHDAY CANDLES- PATTERN STRIPES	3422	12
	21 BIRTHDAY CANDLES- PATTERN STRIPES	3423	
	22 BIRTHDAY CANDLES- PATTERN CHEVRONS	3424	12
	22 BIRTHDAY CANDLES- PATTERN CHEVRONS 23 BIRTHDAY CANDLES- PATTERN BLACK/WHITE 24 BIRTHDAY CANDLES- PATTERN PINK/WHITE	3425	12
	24 BIRTHDAY CANDLES- PATTERN PINK/WHITE	3426	12
	24 BIRTHDAY CANDLES- PATTERN PINK/WHITE 25 BIRTHDAY CANDLES- PATTERN BLUE/WHITE 26 BIRTHDAY CANDLES- NUMBER 9	3427	12
	26 BIRTHDAY CANDLES- NUMBER 9	3428	12
	27 BIRTHDAY CANDLES- NUMBER 8	3429	12
	28 BIRTHDAY CANDLES- NUMBER 7	3430	12
SIDE 2	29 BIRTHDAY CANDLES- NUMBER 6	3431	12
	30 BIRTHDAY CANDLES- NUMBER 5	3432	12
	31 BIRTHDAY CANDLES- NUMBER 4	3433	
	31 BIRTHDAY CANDLES- NUMBER 4 32 BIRTHDAY CANDLES- NUMBER 3 33 BIRTHDAY CANDLES- NUMBER 2 34 BIRTHDAY CANDLES- NUMBER 1 35 BIRTHDAY CANDLES- NUMBER 0 36 BIRTHDAY CANDLES- QUICK LIGHT 37 CAKE TOPPER- LIGHT UP HAPPY BDAY	3434	
	33 BIRTHDAY CANDLES- NUMBER 2	3435	12
	34 BIRTHDAY CANDLES- NUMBER 1	3436	12
	35 BIRTHDAY CANDLES - NUMBER 0	3437	12
	36 BIKINDAT CANDLES- QUICK LIGHT	3439 3440	12 6
	38 PARTY POPPER CAKE TOPPER- PINK/BLUE	3316	18
	20 PARTY POPPER CARE TOPPER- MINN/BLUE	3318	12
	39 PARTY POPPER CAKE TOPPER- METTALLIC 40 CASH STASH CAKE SURPRISE	3322	6
	42 INCREDIBLE CANDLE- GLITTER	3309	_
	43 BIRTHDAY CANDLE AIR CANNON	3320	6
	44 SPINCREDIBLE CANDLE	3321	6
	45 PULL-N-POP CONFETTI POPPER	3323	6
	46 CAKE BRITES	3324	12
	47 FAST TRACK CANDLE DISPLAY	DISP36	





