



## TitanWax<sup>®</sup> NATURAL SOY ADVANTAGE

TitanWax<sup>®</sup> Natural Soy Advantage delivers a cleaner, smoother and more reliable performance compared to leading soy waxes. Engineered for stability, aesthetics and exceptional fragrance throw, this premier 100% soy formulation offers candle makers a premium all-natural solution.

### Why Choose TitanWax Natural Soy Advantage?

- Smoother tops on first pour and after burning
- Superior heat stability during shipping
- More efficient, consistent burn with lab-tested wick and fragrance combinations
- Excellent hot and cold throw equal to or better than competitive benchmark brand
- Excellent bloom/frosting resistance



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## CLEAN-LABEL ADVANTAGES

- ✓ All-Natural
- ✓ Non-Toxic
- ✓ Vegan
- ✓ Kosher
- ✓ Cruelty-Free
- ✓ Paraben-Free
- ✓ Phthalate-Free
- ✓ PFAS-Free
- ✓ Clean Burning

## PERFORMANCE COMPARISON

PROPERTY	COMPETITIVE BENCHMARK	TITANWAX NATURAL SOY ADVANTAGE
100% soy	Yes	Yes
Frosting	Yes	Little to none
Hot throw	Excellent	Excellent
Consistent quality	Varies	Yes
Glass adhesion	Good	Excellent
Sinkholes	Sometimes	Rarely
Cure time (minimum)	2 weeks	2 days
Heat gun/second pour	Recommended	Rarely

*These are tested in a controlled environment, test results may vary on production environment.*

## SPECIFICATION COMPARISON

TEST METHOD	COMPETITIVE BENCHMARK	TITANWAX NATURAL SOY ADVANTAGE
Lovibond Color (IP 17)	3.5 Y, 0.7 R	13 Y, 1.3 R
Penetration @ 77 °F dmm, Needle (ASTM D1321)	47	37
Melting Point, °F (ASTM D3954)	119	127
Congeaing Point, °F (ASTM D938)	99	108

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## BURN TESTING

### Procedure:

- Candles are pre-wicked using our standard lab wicks. Wicking is exactly the same across all samples.
- Candles are not disturbed during curing.
- Candles are weighed before wicks are lit.
- Photos are taken before burn cycles begin and every 2 hours from 2-12 hour burn cycles.
- Candles are weighed and weights recorded at all cycles to evaluate and compare rates of consumption.

### Initial pour:

- Competitive Benchmark - uneven, rough finished top
- TitanWax Natural Soy Advantage - improved top finish, smoother



**COMPETITIVE  
BENCHMARK  
Initial Pour**



**TITANWAX NATURAL  
SOY ADVANTAGE  
Initial Pour**

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### 12hr Burn:

- Competitive Benchmark - inconsistent burn rate
- TitanWax Natural Soy Advantage - improved burn efficiency



**COMPETITIVE  
BENCHMARK  
12hr Burn**



**TITANWAX NATURAL  
SOY ADVANTAGE  
12hr Burn**

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## Post Burn:

- Competitive Benchmark - fat bloom developed
- TitanWax Natural Soy Advantage - improved fat bloom resistance



**COMPETITIVE  
BENCHMARK  
Post Burn Front**



**TITANWAX NATURAL  
SOY ADVANTAGE  
Post Burn Front**



**COMPETITIVE  
BENCHMARK  
Post Burn Top**



**TITANWAX NATURAL  
SOY ADVANTAGE  
Post Burn Top**

## ADDITIONAL NOTES

Competitive benchmark brand often produces rough tops even when poured at various temperatures. Testing shows TitanWax Natural Soy Advantage produces consistently smoother surfaces.

## TECHNICAL ASSISTANCE

If you have questions regarding these products or their technical specifications, please contact your sales representative or Calumet Technical Services at (800) 437-3188 or [technical@calumet.com](mailto:technical@calumet.com).

Calumet's sampling and testing procedures in effect at the time of production will be used for certification testing. Results may be based on tank certification, manufacturing data, periodic testing and/or most recent product restock. Typical values only represent the values one would expect if the property were tested in our laboratories with our test methods on the specified date. Some product properties are not frequently measured, and accordingly typical values are not based on a statistically relevant number of tests. The information in this document relates only to the named product. The user is solely responsible for all determination regarding any use and any process.

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### CORPORATE HEADQUARTERS

1060 N Capitol Ave Suite 6-401 • Indianapolis IN 46204-1044  
Calumet.com • 800.437.3188 • 317.328.5660

**CUSTOMER SUPPORT**  
[customerservice@calumet.com](mailto:customerservice@calumet.com)

**PRODUCT SUPPORT**  
[technical@calumet.com](mailto:technical@calumet.com)

**SALES INQUIRIES**  
[sales@calumet.com](mailto:sales@calumet.com)