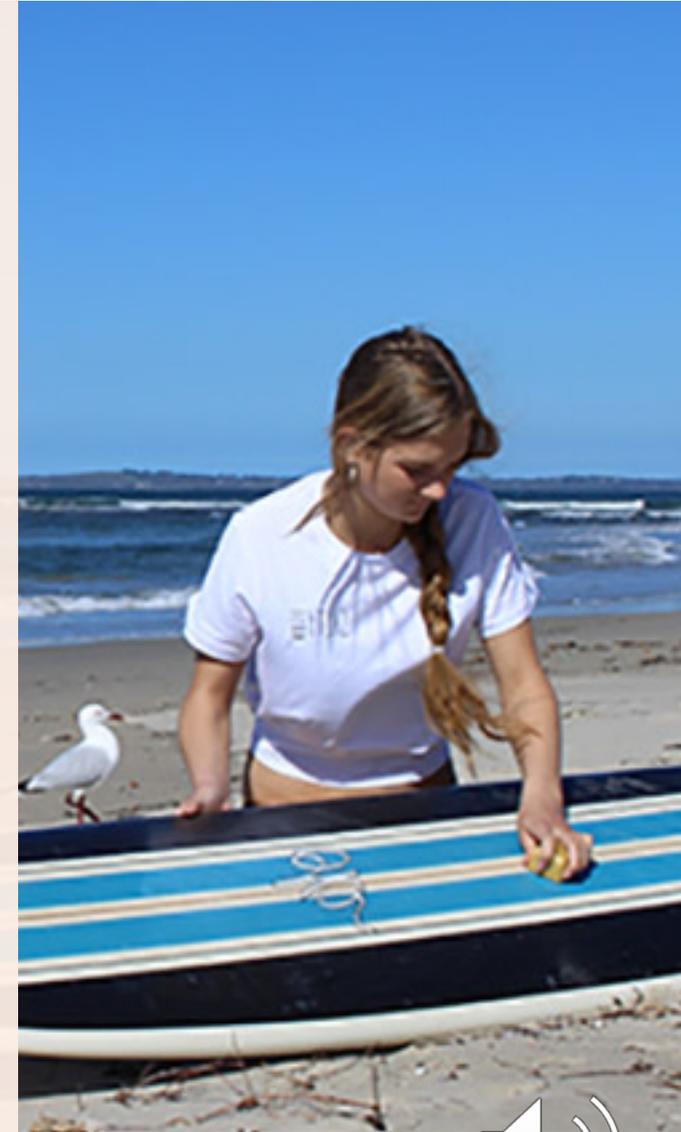


Hello, I am Bianca Julicher  
founder of

SALTY ROSE™



THANKS TO THE BEES & THE TREES  
YOU CAN SURF IN THE SEA CLEAN AND FREE



# What is Salty Rose?

## Surf Wax

Why Surf Wax.? Because we need to care more. Care more about the planet and more about each other.

Salty Rose is in its infancy. I have big dreams though.

I would love to see my little wax grow with people and the planet to create a community awareness of promoting how we treat each other and the way we source & use products in our lives.



# Waves & Me



## The story behind Salty Rose

Having always been close to the sea has taught me that its beauty is worth more than anything. Mother nature has taught me so many things but most of all it is to respect and protect her.

I really don't see myself as a surfer but as someone who surfs purely for fun. I'm more about getting out there and sharing that experience with others.





# Exploring & Researching

From something as simple as smelling surf wax at the local store and looking at the packaging and who it was marketed towards and then having a good old chat and really listening to the shop staff, curiosity to explore the idea was sparked.

A road trip to Torquay Surf Museum & A LOT of research.....finally led to the decision that this was something I could do.



# In the past...

## 01

Surf Wax was packaged for a male audience. Logos and imagery have been sexist, crass and in poor taste at an attempt to be funny.

Here's just a few: Mighty Mounds, Vyagra, Death Grip, Ransom, SSS Super Sticky Shit, Sticky Willies, Toe Jam, Far King, Bondage, Cream, Five Daughters and last but not least Sex Wax.

## 02

I can see a clear gap in the market here. Not only for female surfers but for the planet too.

Promoting respect for people and planet awareness seemed the obvious next step to creating my own brand.



# Business Smarts

I have been fortunate in my life to have met & been supported by amazing women.

Thanks to my mentor Stef Boadle of Coco Place for believing that this idea could become a reality and guiding me through the business set up.

Everything from trademarking to online presence. My family and friends have helped me every step of the way. Their unwavering support and encouragement has been amazing and for that I am truly grateful .

The connections and creativity sparked by everyone's little bit of input is what makes the real magic happen.





It took A LOT of research and learning about bees and their lives. I can truly appreciate the cost of bees wax now that I know the work that goes into harvesting these beautiful golden gifts.

# Ingredients

## Bees Wax

Our local bee keepers are awesome!  
The planet would not survive without  
the hardest working insects on earth,

**BEES!**

I support these amazing people and  
promote others to appreciate their  
worth.

## Gum Rosin & Coconut Oil

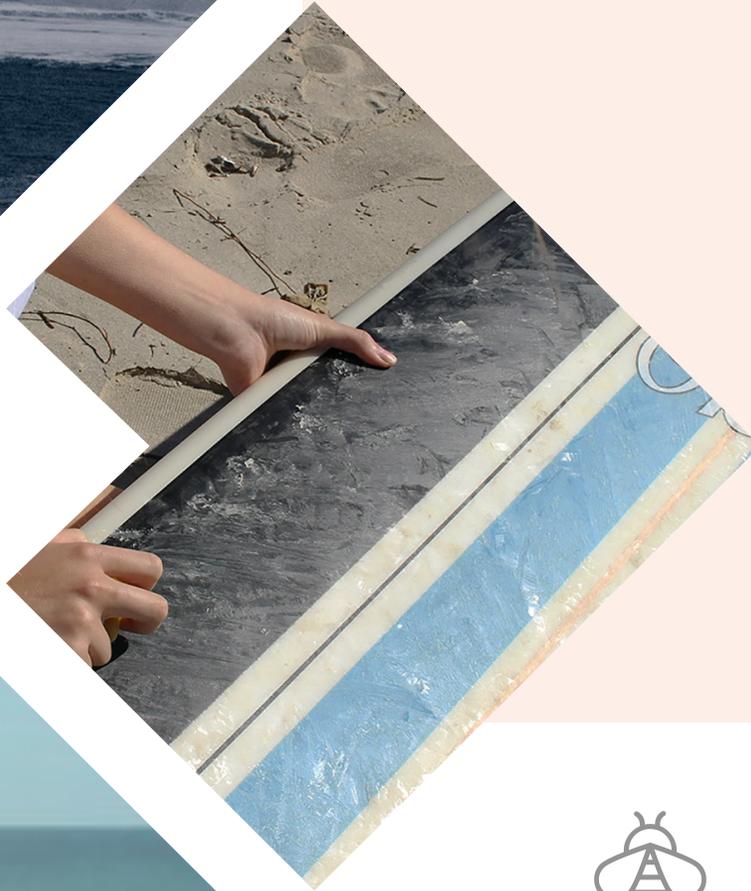
Sticky gum rosin, from trees.

Coconut Oil, from trees.

SAY NO TO PETROCHEMICALS



# Wax & Water Temperature



## Conditions & Surf Wax Choices

As you are aware there no standard definition for surf wax temperature ranges, but there is a basic standard that many waxes conform to. Most surf waxes break temperature into some broad categories of cold, cool, warm, and tropical.

I am based in Victoria, Australia and have tested Salty Rose Surf Wax in all seasons here.

The water temp ranges here are around 11oC to 24.5oC. Actual sea surface water temperatures close to shore can vary by several degrees compared with open water averages. This is especially true after heavy rain, close to river mouths or after long periods of strong offshore winds.



The main ingredient in Salty Rose Surf Wax is Bees Wax which has a melting point of 62oC



The other two ingredients I use are Gum Rosin which has a melting point



of 70oC and Coconut Oil melting at around 25oC.





## Equipment

First batches were done in the kitchen, very messy and sticky though.

Invested in wax melter and scales, second hand measuring jugs and a donated deep freezer.

## OH&S

Outdoors, well ventilated space worked best.

Material Safety Data Information taken into consideration and followed.

## Getting the mix just right.

A few really interesting batches were pumped out before finally getting the recipe perfect.

There were some slippery surf sessions. Removing and re applying wax to surfboards. The testing in all sorts of weather conditions presented some challenges too.

Testing was further done with serious surf friends, the sort that are out there every day, living the dream. The feedback was really good. YAY!

## Size

Getting the just right hand fit was trial and error. Too small was tricky to grip and too big and bulky hard to hold as well.

## Shape

Beveled edges of the cube gives a great ergonomic feel.

The cube also means no waste of space in packaging and distribution.



Making & Testing



# Design & Packaging

## 01

Logo work pretty much took 8 months! Then colour deciding and layout of information required endless tweaks and edits to achieve the message of simple, clean and respectful.

## 02

Packaging was a minefield of emails with many different manufacturers. It was a lengthy process to find a cost effective way to box the wax. I plan to further explore this element.



How to promote the perfect message?

BEES TREES SEAS





# Marketing

## Social Media

Yup, it's tricky.  
Insta, wowee!  
What a tool.  
Use it wisely.

## Events & Markets

When the stars all line up.  
Timing was perfect for  
a sneaky pre launch.  
Then Emu Plains Market kick off.

## Retail Presence

Retail is a hard nut to crack.  
I was thrilled at my first EPM to meet  
Mindy from Kilcunda General Store she  
took my business card and contacted me  
and became my first stockist!



SNEAKY PRE-LAUNCH AT PINES  
'RIDE THE WILD SURF' COMPETITION RAISER  
SALTY ROSE SURF WAX PRIZES & GIVEAWAYS  
- maladiction - good people - dsamp - good cause -

# Product Range

When I was 13 I started my first markets, I had previously made polymer clay jewellery and other craft upcycled products. It seemed a natural progression to start working with shells, a more earth friendly way to promote recognition of the direction I want to pursue. Think about where & why we use products.

## 01

Shells are a precious gift from the sea. Recycled and sourced ethically by me. To make each piece a treasured part of your life look after it with care. They are one of a kind just like you.

## 02

Clothing  
Make it with earth friendly material and transparent production processes.



# The Adventure Ahead

I look forward to seeing where the future of Salty Rose is going.

I have had the most awesome ride so far and I can't wait to take the paddle out on the next wave.



SALTY ROSE FRIENDS

