



**BEST
PARTY
EVER!**®

Paper First Affiliates 2026

JFL
ENTERPRISES, INC.®

Who is JFL



AN INNOVATOR that understands retail



Our roots are in retail, so we understand how stores work and customers shop. We make products that stand out and **sell**.

A LEADER growing the aisle



Our award-winning merchandising programs have tripled turn, increased basket size, and lifted entire sections of the aisle.

A PARTNER who makes life easy



We ship on time and stay in stock, guaranteed. Retailers know they can count on us for reliability and consistency.

A DRIVER of shopper excitement



We give shoppers something better than basics. Our products are the ones they look for, remember, and tell their friends about.

Best Party Ever!

The fastest growing and most profitable celebration brand today



Why choose Best Party Ever?

BETTER PRODUCTS

11%

TOTAL CATEGORY GROWTH

Adding 5 innovative items
increased category sales
11% in 2,000 stores

BETTER PROGRAMS

\$6,527

MORE SALES PER STORE

Best Party Ever! Spinner Rack
sales opportunity,
19 store test

BIGGER PROFITS

4x

ADDED PENNY PROFIT

Best Party Ever! innovation
items offer 4x profit
vs basic candles



INNOVATION FOR EVERY CELEBRATION!





SCAN FOR PRODUCT VIDEO

Sparkleez BIRTHDAY CANDLES

AVAIL TO SHIP
FEB 2026

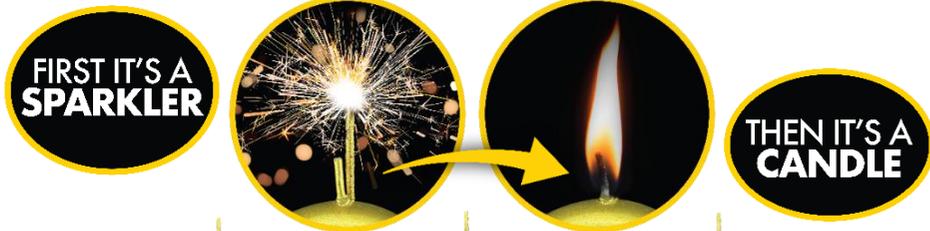
NEW



Counter Display Includes:
8 pc each Number &
16 pc Spirals



Item# 3446
UPC: 6-41585-03446-4



Item# 3447
UPC: 6-41585-03447-1



Item# 3448
UPC: 6-41585-03448-8



Item# 3449
UPC: 6-41585-03449-5



Item# 3450
UPC: 6-41585-3450-1



Item# 3451
UPC: 6-41585-03451-8



Item# 3452
UPC: 6-41585-03452-5



Item# 3453
UPC: 6-41585-3453-2



Item# 3454
UPC: 6-41585-03454-9



Item# 3455
UPC: 6-41585-03455-6



Item# 3456
UPC: 6-41585-03456-3

Description	Item #	Pack	Case	Ea. Cost
Open Stock- Numbers	See above	8	144	\$1.60
Open Stock- Spirals	3446	8	144	\$1.60
Counter	3445C	NA	96	\$1.60



Incredible Candle

AVAIL TO SHIP
FEB 2026



PLAYS
"HAPPY BIRTHDAY!"

OPENS
& SPINS!

ONE CANDLE
LIGHTS THEM
ALL!

NEW



Counter Display

ONE POPPER
DECORATES
YOUR CAKE!



EDIBLE CONFETTI!

≡ CONFETTI MADE IN THE USA ≡



Shelf Ready

Party Popper!™ CAKE TOPPER™



Counter Display



Floor Display



Incredible Candle Gold

Description	Item #	Pack	Case	Ea. Cost
Open Stock	3306	6	72	\$4.50
Counter	3306C	20	60	\$4.50
Floor	3306F	NA	60	\$4.50

UPC Code: 6-41585-03306-1

Party Popper! Cake Topper Gold/Silver

Description	Item #	Pack	Case	Ea. Cost
Open Stock	3318	6	72	\$4.50
Counter	3318C	24	72	\$4.50
Floor	3318F	NA	60	\$4.50
Shelf Ready	3318K	6	48	\$4.50

UPC Code: 6-41585-03318-4



SCAN FOR
PRODUCT VIDEO



SCAN FOR
PRODUCT VIDEO

GOLD DISPLAY

AVAILABLE TO SHIP
FEB 2026

NEW



DISPLAY BREAKDOWN

Description	UPC	Qty
Sparkleez Bday Candle - #0	6-41585-03447-1	12
Sparkleez Bday Candle - #1	6-41585-03448-8	12
Sparkleez Bday Candle - #2	6-41585-03449-5	12
Sparkleez Bday Candle - #3	6-41585-03450-1	6
Sparkleez Bday Candle - #4	6-41585-03451-8	6
Sparkleez Bday Candle - #5	6-41585-03452-5	6
Sparkleez Bday Candle - #6	6-41585-03453-2	6
Sparkleez Bday Candle - #7	6-41585-03454-9	6
Sparkleez Bday Candle - #8	6-41585-03455-6	6
Sparkleez Bday Candle - #9	6-41585-03456-3	6
Sparkleez - BD Candle Spirals	6-41585-03446-4	12
Incredible Candle Gold	6-41585-03306-1	8
Party Popper! Gold/Silver	6-41585-03318-4	16



Sparkleez Number Candles 0-9



Sparkleez Swirl Candles



Incredible Candle Gold



Party Popper Gold/Silver

Gold Combo Floor Display

Description	Item #	Pack	Case	Deal Cost
Floor	SGGFD	NA	114	\$242.80

COMBO DISPLAY



Incredible Candle

AVAIL TO SHIP
FEB 2026



OPENS & SPINS!

PLAYS "HAPPY BIRTHDAY!"

NEW

ONE CANDLE LIGHTS THEM ALL!



Counter Display



Floor Display

ONE CANDLE LIGHTS THEM ALL!

OPENS & SPINS!

Glitter Incredible Candle



Counter Display



Shelf Ready

PLAYS "HAPPY BIRTHDAY!"

16 CANDLES



Incredible Candle Gold

Description	Item #	Pack	Case	Ea. Cost
Open Stock	3306	6	72	\$4.50
Counter	3306C	20	60	\$4.50
Floor	3306F	NA	60	\$4.50

UPC Code: 6-41585-03306-1



SCAN FOR PRODUCT VIDEO

Incredible Candle Glitter

Description	Item #	Pack	Case	Ea. Cost
Open Stock	3309	6	72	\$4.50
Counter	3309C	20	60	\$4.50
Floor	3309F	NA	60	\$4.50
Shelf Ready	3309K	6	48	\$4.50

UPC Code: 6-41585-3309-2



SCAN FOR PRODUCT VIDEO





PARTY POPPER! CAKE TOPPER



**ONE POPPER
DECORATES
YOUR CAKE!**



Floor Display



EDIBLE CONFETTI!
CONFETTI MADE IN THE USA



Floor Display

Party Popper! Cake Topper Blue/Pink

Description	Item #	Pack	Case	Ea. Cost
Open Stock	3316	6	72	\$4.50
Counter	3316C	24	72	\$4.50
Floor	3316F	NA	60	\$4.50
Shelf Ready	3316K	6	48	\$4.50

UPC Code: 6-41585-03316-0

Party Popper! Cake Topper Gold/Silver

Description	Item #	Pack	Case	Ea. Cost
Open Stock	3318	6	72	\$4.50
Counter	3318C	24	72	\$4.50
Floor	3318F	NA	60	\$4.50
Shelf Ready	3318K	6	48	\$4.50

UPC Code: 6-41585-03318-4



BEST PARTY EVER!



SCAN FOR PRODUCT VIDEO

MEGA SIZE PARTY POPPER! CAKE TOPPER™

ONE POPPER DECORATES YOUR CAKE!

WITH CANDY



Floor Display

Counter Display



Shelf Ready



Mega Party Popper! Cake Topper

Description	Item #	Pack	Case	Ea. Cost
Open Stock	3328	6	48	\$4.50
Counter	3328C	15	30	\$4.50
Floor	3328F	NA	45	\$4.50
Shelf Ready	3328K	6	48	\$4.50

UPC Code: 6-41585-03328-3

JFL
ENTERPRISES, INC.®

GLOW STICK

BIRTHDAY CANDLES



7th GLOW STICK BIRTHDAY CANDLES



Counter Display



Shelf Ready

Just light the candle and watch it "Spin 'N Sprinkle" your cake all the way down!

DECORATE YOUR CAKE!



Includes: 8

QUICK-LIGHT BIRTHDAY CANDLES

SPRINKLES INCLUDED!

LIGHTING ONE LIGHTS 'EM ALL!

Sprinkle FOUNTAIN

BIRTHDAY CANDLE



Counter Display



Shelf Ready

Glow Stick Birthday Candles

Description	Item #	Pack	Case	Ea. Cost
Open Stock	3327	12	72	\$2.70
Counter	3327C	24	72	\$2.70
Shelf Ready	3327K	12	48	\$2.70

UPC Code: 6-41585-03327-6

Sprinkle Fountain

Description	Item #	Pack	Case	Ea. Cost
Open Stock	3326	12	60	\$4.50
Counter	3326C	15	45	\$4.50
Shelf Ready	3326K	6	48	\$4.50

UPC Code: 6-41585-03326-9



SCAN FOR PRODUCT VIDEO



SCAN FOR PRODUCT VIDEO



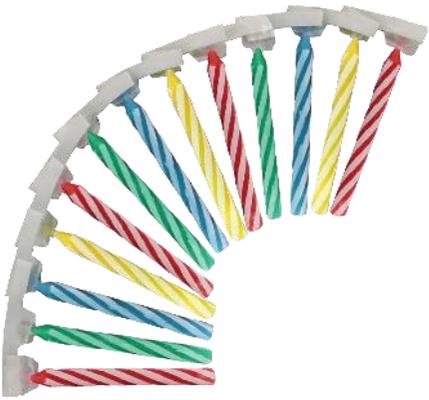


QUICK-LIGHT™ BIRTHDAY CANDLES

**AMAZING
CHAIN
REACTION!**



**WORLD'S
FASTEST LIGHTING
CANDLES!**



Quick-Light Birthday Candles

Description	Item #	Pack	Case	Ea. Cost
Open Stock	3439	12	144	\$2.16

UPC Code: 6-41585-03439-6

LIGHTING ONE LIGHTS 'EM ALL!

Quick-Light Happy Birthday Glitter Letters

Rainbow				
Description	Item #	Pack	Case	Ea. Cost
Open Stock	3442WM	NA	12	\$3.60

UPC Code: 6-41585-03442-6



CASH STASH CAKE SURPRISE

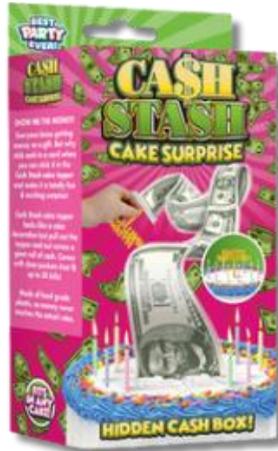


FITS IN ANY CAKE!

HIDDEN CASH BOX!



Counter Display



PRECISION CUTTING TOOL INCLUDED!



Floor Display



Counter Display

SPIN CREDIBLE CANDLE

LIGHT CANDLES AND WATCH IT MAGICALLY SPIN!



Shelf Ready

PLAYS HAPPY BIRTHDAY!



CANDLE POWERED CAKE TOPPER

IT'S SPIN CREDIBLE!



Floor Display

Cash Stash Cake Surprise

Description	Item #	Pack	Case	Ea. Cost
Open Stock	3322	6	72	\$4.50
Counter	3322C	20	60	\$4.50
Floor	3322F	NA	45	\$4.50

UPC Code: 6-41585-03322-1

Spincredible Candle

Description	Item #	Pack	Case	Ea. Cost
Open Stock	3321	6	72	\$4.50
Counter	3321C	24	72	\$4.50
Floor	3321F	NA	60	\$4.50
Shelf Ready	3321K	6	48	\$4.50

UPC Code: 6-41585-03321-4



SCAN FOR PRODUCT VIDEO



SCAN FOR PRODUCT VIDEO



SQUEEZE POPPERS

TM



Counter Display

**INFLATE,
SQUEEZE
& POP!**



Floor Display



Item# 3342

UPC: 6-41585-03342-9



Item# 3346

UPC: 6-41585-03346-7



Item# 3341

UPC: 6-41585-03341-2



Item# 3343

UPC: 6-41585-03343-6



Item# 3344

UPC: 6-41585-03344-3

**5
PACK**



Squeeze Poppers Happy Birthday

Description	Item #	Pack	Case	Ea. Cost
Open Stock	See above	6	48	\$3.78
Counter	3340C	25	50	\$3.78
Floor	3340F	NA	48	\$3.78





**5
PACK**



SQUEEZE POPPERS™

**INFLATE,
SQUEEZE
& POP!**



Counter Display

Item# 3345

UPC: 6-41585-3345-0

Item# 3347

UPC: 6-41585-3347-4

Floor Display

Squeeze Poppers Congrats & Celebrate

Description	Item #	Pack	Case	Ea. Cost
Open Stock	See above	6	48	\$3.78
Counter	3348C	25	50	\$3.78
Floor - Asst	3348F	NA	48	\$3.78
Floor - Celebrate	3345F	NA	48	\$3.78



BEST PARTY EVER!

The Original **INCREDIBLE CANDLE**®

ONE CANDLE LIGHTS THEM ALL!

OPENS & SPINS!

PLAYS "HAPPY BIRTHDAY"

14 CANDLES



Floor Display



Counter Display



The Original Incredible Candle

Description	Item #	Pack	Case	Ea. Cost
Counter	3305C	20	60	\$4.50
Floor	3305F	NA	56	\$4.50

UPC Code: 6-41585-03305-4



SCAN FOR PRODUCT VIDEO



BEST PARTY EVER!

Butterfly SURPRISE CAKE TOPPER™



Counter Display



OPENS TO RELEASE FLYING BUTTERFLIES!



SCAN FOR PRODUCT VIDEO

Butterfly Surprise Cake Topper

Description	Item #	Pack	Case	Ea. Cost
Open Stock	3325	12	96	\$4.50
Counter	3325C	24	96	\$4.50

UPC Code: 6-41585-03325-2

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ENTERPRISES, INC.®

INNOVATIONS



Glow Stick Birthday Candles



Glitter Incredible Candle



Butterfly Surprise Cake Topper



Sprinkle Fountain

DISPLAY BREAKDOWN

Description	UPC	Qty
Glow Stick Bday Candles	6-41585-03327-6	12
Party Popper! Cake Topper	6-41585-03316-0	8
Party Popper! Gold/Silver	6-41585-03318-4	8
Incredible Candle Glitter	6-41585-03309-2	16
Butterfly Surprise	6-41585-03325-2	6
Sprinkle Fountain	6-41585-03326-9	6

Innovations Combo Floor Display

Description	Item #	Case	Deal Cost
Floor	BPPFA	56	\$230.40



Party Popper Gold/Silver



Party Popper Cake Topper

COMBO DISPLAY



BASICS & BESTSELLERS



DISPLAY BREAKDOWN

Description	UPC	Qty
Party Popper! Cake Topper	6-41585-03316-0	8
Party Popper! Gold/Silver	6-41585-03318-4	8
Incredible Candle Glitter	6-41585-03309-2	16
Candy Stripes Primary	6-41585-03402-0	8
Happy Birthday Letters Glitter	6-41585-03405-1	6
Bday Candles – Musical	6-41585-03415-0	6
Bday Candles – Re-Light	6-41585-03418-1	8
Bday Candles – #9	6-41585-03428-0	6
Bday Candles – #8	6-41585-03429-7	6
Bday Candles – #7	6-41585-03430-3	6
Bday Candles – #6	6-41585-03431-0	6
Bday Candles – #5	6-41585-03432-7	6
Bday Candles – #4	6-41585-03433-4	6
Bday Candles – #3	6-41585-03434-1	6
Bday Candles – #2	6-41585-03435-8	6
Bday Candles – #1	6-41585-03436-5	6
Bday Candles – #0	6-41585-03437-2	6

Basics & Bestsellers Combo Floor

Display

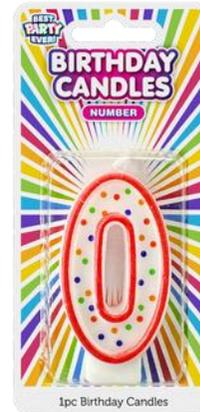
Description	Item #	Case	Deal Cost
Floor	BPBSA	120	\$227.93



Glitter Incredible Candle



Party Popper Gold/Silver



Number Candles 0-9



Party Popper Cake Topper



COMBO DISPLAY



BACK TO BASICS



DISPLAY BREAKDOWN

Description	UPC	Qty
Bday Candles – Candy Stripes Pastel	6-41585-03401-3	8
Bday Candles – Candy Stripes Primary	6-41585-03402-0	8
Bday Candles – Glitter Primary Colors	6-41585-03407-5	8
Bday Candles – Glitter Pastels	6-41585-03409-9	8
Bday Candles – Glitter Blue	6-41585-03408-2	8
Bday Candles – Glitter Pink	6-41585-03410-5	8
Bday Candles – Glitter Black	6-41585-03411-2	8
Bday Candles – Silver	6-41585-03412-9	8
Bday Candles – Gold	6-41585-03413-6	8
Bday Candles – Color Blend Tapers	6-41585-03414-3	6
Bday Candles – Tall Swirls	6-41585-03417-4	6
Bday Candles – Surprise Re-Light	6-41585-03418-1	8
Bday Candles – Baby's First (Girl)	6-41585-03419-8	6
Bday Candles – Baby's First (Boy)	6-41585-03420-4	6
Bday Candles – Pattern Chevrons	6-41585-03424-2	6
Bday Candles – Pattern Polka Dots	6-41585-03422-8	6
Bday Candles – Pattern Black/White	6-41585-03425-9	6
Bday Candles – Pattern Pink/White	6-41585-03426-6	6
Bday Candles – Pattern Blue/White	6-41585-03427-3	6
Bday Candles – #9	6-41585-03428-0	6
Bday Candles – #8	6-41585-03429-7	6
Bday Candles – #7	6-41585-03430-3	6
Bday Candles – #6	6-41585-03431-0	6
Bday Candles – #5	6-41585-03432-7	6
Bday Candles – #4	6-41585-03433-4	6
Bday Candles – #3	6-41585-03434-1	6
Bday Candles – #2	6-41585-03435-8	6
Bday Candles – #1	6-41585-03436-5	6
Bday Candles – #0	6-41585-03437-2	6



Number Candles 0-9



Back to Basics Combo Floor Display

Description	Item #	Case	Deal Cost
Floor	BPEBAS	194	\$207.32

WIDE VARIETY OF BIRTHDAY CANDLE STYLES



COMBO DISPLAY



PATTERNS

Pack: 6 Case: 144 Cost: \$1.62 ea.



Item# 3423

UPC: 6-41585-03423-5



Item# 3424

UPC: 6-41585-03424-2



Item# 3422

UPC: 6-41585-03422-8



Item# 3425

UPC: 6-41585-03425-9



Item# 3426

UPC: 6-41585-03426-6



Item# 3427

UPC: 6-41585-03427-3

LETTERS

Pack: 6 Case: 144 Cost: \$2.70 ea.



Item# 3403

UPC: 6-41585-03403-7



Item# 3405

UPC: 6-41585-03405-1

GLITTER

Pack: 8 Case: 144 Cost: \$1.08 ea.



Item# 3407

UPC: 6-41585-03407-5



Item# 3409

UPC: 6-41585-03409-9



Item# 3408

UPC: 6-41585-03408-2



Item# 3410

UPC: 6-41585-03410-5



Item# 3411

UPC: 6-41585-03411-2

METALLIC

Pack: 8 Case: 144 Cost: \$1.08 ea.



Item# 3413

UPC: 6-41585-03413-6



Item# 3412

UPC: 6-41585-03412-9

COLOR FLAME

Pack: 6 Case: 144 Cost: \$2.70 ea.



Item# 3421

UPC: 6-41585-03421-1

SOUND & LIGHT

Pack: 6 Case: 72 Cost: \$2.70 ea.



Item# 3440

UPC: 6-41585-03440-2



BIRTHDAY CANDLES



NUMBERS

Pack: 6 Case: 144 Cost: \$.71 ea.



Item# 3437



Item# 3436



Item# 3435



Item# 3434



Item# 3433



Item# 3432



Item# 3431



Item# 3430



Item# 3429



Item# 3428

COLOR BLEND

Pack: 6
Case: 144
Cost: \$1.08 ea.



Item# 3414

UPC: 6-41585-03414-3

TALL

Pack: 6
Case: 144
Cost: \$1.62 ea.



Item# 3416

UPC: 6-41585-03416-7

SWIRLS

Pack: 6
Case: 144
Cost: \$1.62 ea.



Item# 3417

UPC: 6-41585-03417-4

UPC: 6-41585-03437-2 UPC: 6-41585-03436-5 UPC: 6-41585-03435-8 UPC: 6-41585-03434-1 UPC: 6-41585-03433-4

UPC: 6-41585-03432-7 UPC: 6-41585-03431-0 UPC: 6-41585-03430-3 UPC: 6-41585-03429-7 UPC: 6-41585-03428-0

CANDY STRIPES

Pack: 8 Case: 144 Cost: \$.71 ea.



Item# 3402

UPC: 6-41585-03402-0



Item# 3401

UPC: 6-41585-03401-3

RE-LIGHT

Pack: 8 Case: 144 Cost: \$1.08 ea.



Item# 3418

UPC: 6-41585-03418-1

MUSICAL

Pack: 6 Case: 144 Cost: \$2.16 ea.



Item# 3415

UPC: 6-41585-03415-0

BABY'S 1ST

Pack: 6 Case: 144 Cost: \$1.62 ea.



Item# 3420

UPC: 6-41585-03420-4



Item# 3419

UPC: 6-41585-03419-8



SPINNER RACK

Display
FREE
with
PURCHASE!

SPINNING RACKS
COLORFUL DESIGNS
EASY ASSEMBLY

Re-Order Stickers



Best Party Ever! Spinner Rack

Description	Item #	Pack	Case	Deal Cost
Floor	BCFD	NA	520	\$993.60

Spinner Dimensions: 74.5" H x 20.5" W x 20" D



SPINNER RACK DISPLAY BREAKDOWN

Display
FREE
with
PURCHASE!

SIDE A

Description	UPC	Qty
Spincredible Candle	6-41585-03321-4	6
Candy Party Popper! Cake Topper	6-41585-03328-3	12
Party Popper! Cake Topper	6-41585-03316-0	18
Party Popper! Gold/Silver	6-41585-03318-4	9
Incredible Candle Gold	6-41585-03306-	9
Incredible Candle Glitter	6-41585-03309-2	18
Quick-Light Birthday Candles	6-41585-03439-6	12
Quick-Light Letters	6-41585-03442-6	12
Cash Stash	6-41585-03322-1	6
Glow Stick Birthday Candles	6-41585-03327-6	12
Sprinkle Fountain	6-41585-03326-9	6



SIDE B

Description	UPC	Qty
Sparkleez – BD Candle Spirals	6-41585-03446-4	8
Sparkleez Bday Candle – #0	6-41585-03447-1	8
Sparkleez Bday Candle – #1	6-41585-03448-8	8
Sparkleez Bday Candle – #2	6-41585-03449-5	8
Sparkleez Bday Candle – #3	6-41585-03450-1	8
Sparkleez Bday Candle – #4	6-41585-03451-8	8
Sparkleez Bday Candle – #5	6-41585-03452-5	8
Sparkleez Bday Candle – #6	6-41585-03453-2	8
Sparkleez Bday Candle – #7	6-41585-03454-9	8
Sparkleez Bday Candle – #8	6-41585-03455-6	8
Sparkleez Bday Candle – #9	6-41585-03456-3	8
Bday Candles – Candy Stripes Pastel	6-41585-03401-3	16
Bday Candles – Candy Stripes Primary	6-41585-03402-0	16
Bday Candles – Happy Bday Letters Gold	6-41585-03403-7	6
Bday Candles – Happy Bday Letters Glitter	6-41585-03405-1	6
Bday Candles – Glitter Pastels	6-41585-03409-9	16
Bday Candles – Glitter Pink	6-41585-03410-5	16
Bday Candles – Glitter Black	6-41585-03411-2	16
Bday Candles – Silver	6-41585-03412-9	16
Bday Candles – Gold	6-41585-03413-6	16
Bday Candles – Color Blend Tapers	6-41585-03414-3	6
Bday Candles – Musical	6-41585-03415-0	6
Bday Candles – Surprise Re-Light	6-41585-03418-1	16
Bday Candles – Baby's First (Girl)	6-41585-03419-8	12
Bday Candles – Baby's First (Boy)	6-41585-03420-4	12
Bday Candles – Color Flames	6-41585-03421-1	6
Bday Candles – Pattern Pink/White	6-41585-03426-6	12
Bday Candles – Pattern Blue/White	6-41585-03427-3	12
Bday Candles – No. 9	6-41585-03428-0	12
Bday Candles – No. 8	6-41585-03429-7	12
Bday Candles – No. 7	6-41585-03430-3	12
Bday Candles – No. 6	6-41585-03431-0	12
Bday Candles – No. 5	6-41585-03432-7	12
Bday Candles – No. 4	6-41585-03433-4	12
Bday Candles – No. 3	6-41585-03434-1	12
Bday Candles – No. 2	6-41585-03435-8	12
Bday Candles – No. 1	6-41585-03436-5	12
Bday Candles – No. 0	6-41585-03437-2	12
Cake Topper – Light Up Happy Bday	6-41585-03440-2	6

Best Party Ever! Spinner Rack

Description	Item #	Pack	Case	Deal Cost
Floor	BCFD	NA	520	\$993.60

