

FORMAT



2026 PRODUCT GUIDE





The FRSH Scents mission is to make life's journeys better. We bring FRSH design and the world's finest fragrances to keep your space looking good and smelling FRSH.

Through our partnership with Plastic Bank every FRSH Scents product you buy helps support the collection and recycling of millions of plastic bottles before they reach the ocean!

Discover more at frshscents.com and @frshscents.









Production

The Plastic Bank

Social Media

**FRSH Scents** 

Vacation Collection

**Limited Editions** 

Concentrated Spray

Ultrasonic Diffuser

Ultra Scents

Private Label: Gumball 3000®

Fragrances

### A FRSH START

**OUR STORY** 

When we started FRSH Scents we didn't just want to make great products, we also wanted to make a difference.

Our ambition was to create a brand and a product range that was not only great for our customers, but was also contributing towards a greater good.













2017

frsh scents.

FRSH Scents is born!

2018

Pplasticbank

Partnership with The Plastic Bank creating the first plastic neutral air freshener range

2019

International distribution begins. 2020

New packaging launched increasing sales

> Product range expands with Ultrasonic Diffuser

2021

Major brand Private Label collections developed

> Vacation Collection products launched

2022

sub-brand created

ULTRA SCENTS. Ultra Scents

2023

Exclusive mini-ranges created for global brand.

Further plastic reductions made on all packaging

2024

Huge range of new Limited Edition designs created

New Concentrated Spray Introduced

2025

International distribution expands, plus growth with key US retailers

Plastic Bank rebrand implementation



### **KEY LOCATIONS**

**GLOBAL OPERATION** 

We have industry leading products designed in the UK, with fragrances developed in France as well as production and distribution centres around the world.

UNITED KINGDOM Chichester Design & Marketing

HONG KONG Wanchai Headquarters

CHINA DongGuan City Sourcing & QC



### FRSH OFF THE PRODUCTION LINE

SUSTAINABLE APPROACH

FRSH Scents comply with the highest social and environmental standards on the market

Our ambition is to lead the industry on sustainability with the best products in the market. This means that quality runs through everything we do, from the continuous development of new formats and fragrances through to dedicated QA and compliance with the highest product safety standards.

A focus on high quality and high service levels has quickly established FRSH Scents as one of the fastest growing brands in the market with distribution all around the world.

Work with us to make life's journeys better and help turn the tide on plastic waste.



#### **Certified Plastic Neutral**

Through our offset program with The Plastic Bank, FRSH Scents products are responsible for much more plastic being reclaimed and recycled than are used.







#### Recyclable

All our product packaging use recycleable paper and plastic. We strive to design our products to meet the very highest sustainability accreditations.







### A FRSH APPROACH

EVERY FRSH SCENTS® PRODUCT REDUCES WASTE AND POVERTY

At FRSH Scents, sustainability is at the heart of what we do. Through our partnership with Plastic Bank, every FRSH Scents product you buy helps support the collection and recycling of millions of plastic bottles before they reach the ocean. This initiative ensures that every product we create is Certified Plastic Neutral, meaning we recover and recycle as much plastic as we use in our packaging and production.

### How we support Plastic Bank:

### ✓ Plastic Neutral Products:

Every FRSH Scents purchase funds the collection and recycling of plastic waste, ensuring we remain Certified Plastic Neutral.

### ✓ Preventing Ocean Pollution:

Millions of plastic bottles are intercepted before they reach our oceans, reducing environmental harm.

### ✓ Supporting Local Communities:

The initiative provides financial support to waste collectors, offering them fair compensation and access to essential resources.

#### What is Plastic Bank?

Plastic Bank is a global movement dedicated to preventing ocean plastic pollution while empowering coastal communities. By collecting plastic waste before it enters the ocean, Plastic Bank transforms it into a valuable resource, creating economic opportunities for waste collectors in vulnerable regions.

"Choose FRSH Scents® and not only will you get great products but you and your customers will also be supporting a great program that is at the forefront of the war on plastic waste."

#### DAVID KATZ

Founder & CFO. The Plastic Bank





### **FOLLOW US**

@FRSHSCENTS

Follow us online at frshscents.com and on social media @frshscents to join us on our journey.









### **WE ARE SOCIAL**

TRULY ENGAGING BRAND AWARENESS

Recognising that the majority of purchasing decisions are now made online, we use social media to reach the right people with the right products.

We work with social influencers who love our products as well as creating original engaging content to build brand awareness and loyalty from an ever-growing audience.

The premium design of our products makes them visually appealing too, meaning that social media is a great platform to effectively to engage customers and, in turn, drive sales.

Our customers are savvy and understand that buying FRSH Scents is about more than just making a choice based on great design and beautiful fragrances as they know that every time they choose FRSH Scents they also choose a brand that cares about the environment as just much as they do.



- 1. We start the ball rolling with beautiful and engaging content.
- 2. Customers start talking and interacting. The word spreads...
- 3. Influencers pick up the baton and the FRSH Scents® following grows!





Introducing the latest FRSH Scents® product range.



### **LUXURY CARD**

SCENTED PAPER

### SINGLE & TWIN PACK EDITIONS

	SINGLE	TWIN
BLACK CHERRY	FR9569	FR1386
BUBBLEGUM	FR1444	FR1499
CITRUS	FR1437	FR1482
COCONUT CRUSH	FR9613	FR1409
FRENCH VANILLA	FR9810	FR1317
FRESH COTTON	FR9583	FR1423
INDIGO ICE	FR9606	FR1416
LAVENDER	FR1642	FR1659
NEW CAR	FR9576	FR1379
OCEAN BREEZE	FR1413	FR1468
PEONY & BLUSH SUEDE	FR9521	FR1324
RED APPLE	FR1420	FR1475
TROPICAL	FR1406	FR145
VELVET ROSE & OUD	FR9545	FR1355





























### HANGING DIFFUSER

2ML SCENTED OIL CAPSULE

### LASTS UP TO **45** DAYS

BLACK CHERRY FR9439 BUBBLEGUM FR1550 FR9903 FRENCH VANILLA FRESH COTTON FR9453 FR9446 **NEW CAR OCEAN BREEZE** FR1543 TROPICAL FR1536 FR9460 WOODLAND STRAWBERRY























INNER CTN QTY 24 OUTER CTN QTY 576 PRODUCT SIZE (cm)
W8.5 x D0.8 x H19.2

### **DELUXE BOTTLE**

SCENTED POLYMER

### LASTS UP TO 30 DAYS

BLACK CHERRY FR8654 FR9842 FRENCH VANILLA FR8678 FR8661 FRESH COTTON **NEW CAR** FR1505 TROPICAL FR8630 **VELVET ROSE & OUD** 





















PRODUCT SIZE (cm) W7.5 x D2.2 x H13.5

INNER CTN QTY

OUTER CTN QTY 288

### DELUXE GLASS BOTTLE

7ML SCENTED OIL

### LASTS UP TO 45 DAYS

 BLACK CHERRY
 FR1638

 FRENCH VANILLA
 FR1560

 FRESH COTTON
 FR1676

 NEW CAR
 FR1621

 TROPICAL
 FR1512

 WOODLAND STRAWBERRY
 FR1645



















INNER CTN QTY 24 OUTER CTN QTY 288 PRODUCT SIZE (cm) W7.5 x D2.5 x H15

### VENT STICKS

4x SCENTED VENT STICKS

LASTS UP TO 60 DAYS

\*Not available in the United States.

BLACK CHERRY FRENCH VANILLA FRESH COTTON NEW CAR FR8913 FR9866 FR8937 FR8920

















INNER CTN QTY

OUTER CTN QTY 288 PRODUCT SIZE (cm) W7.5 x D2 x H19.2

### **VENT CLIP OIL DIFFUSERS**

2x 2.5ML SCENTED OIL

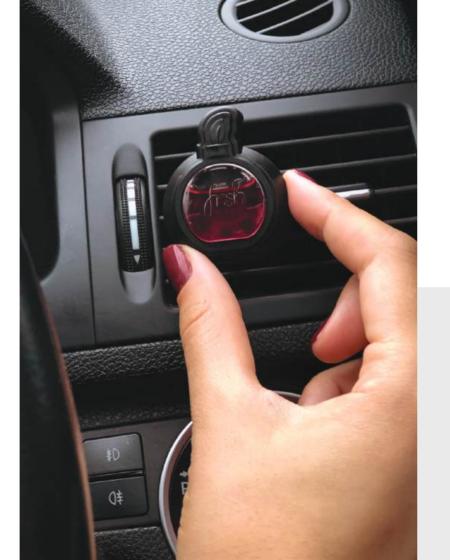
### LASTS UP TO **90** DAYS

BLACK CHERRY FR9170 FRENCH VANILLA FR9880 FR9194 FRESH COTTON FR9187 **NEW CAR** FR1529 TROPICAL **VELVET ROSE & OUD** FR9156 WOODLAND STRAWBERRY FR9200

7ML SCENTED OIL

### LASTS UP TO **45** DAYS

FRENCH VANILLA FR1164 FR1270 FRESH COTTON **NEW CAR** FR1225 FR1249 WOODLAND STRAWBERRY









FR1225











FR1270







INNER CTN QTY

OUTER CTN QTY 288

PRODUCT SIZE (cm) W8.6 x D2.3 x H19.4

### GEL POTS

2.5OZ (Pegged)

### LASTS UP TO 30 DAYS

BLACK CHERRY FR9309
FRENCH VANILLA FR9897
FRESH COTTON FR9323
NEW CAR FR9316

5OZ (Shelf Packs x4)

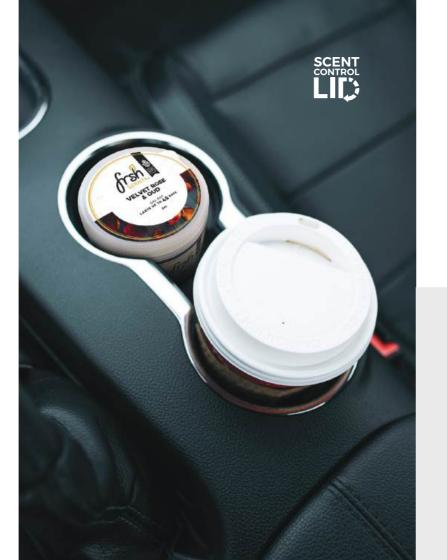
### LASTS UP TO 45 DAYS

 BLACK CHERRY
 FR1485

 NEW CAR
 FR1478

 TROPICAL
 FR1567

 VELVET ROSE & OUD
 FR1461

















FR1567









 INNER CTN QTY
 OUTER CTN QTY
 PRODUCT SIZE (cm)

 24
 96
 W8.6 x D3.6 x H19.2

 24
 48
 W6.6 x D6.6 x H6.5

### LUXURY FLOWER

SCENTED STONE VENT CLIPS

LASTS UP TO 30 DAYS

FRESH COTTON
PEONY & BLUSH SUEDE
VELVET ROSE & OUD
WOODLAND STRAWBERRY

FR9712 FR9651 FR9675 FR9729





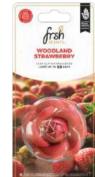






FR9651







INNER CTN QTY 24 OUTER CTN QTY 216 PRODUCT SIZE (cm) W9 x D3.8 x H19.5

### **ORGANIC** TIN

42G ORGANIC PAD

### LASTS UP TO 60 DAYS

	Pegged	Tins*
BUBBLEGUM	FRP1249	FR049
CHERRY	FRP1207	FR007
COCONUT & LIME	FRP1251	FR051
COTTON	FRP1244	FR044
ESPRESSO	FRP1253	FR019
EUCALYPTUS	FRP1282	FR044
NEW CAR	FRP1222	FR022
PEAR & BERRIES	FRP1219	FR019
RASPBERRY & VANILLA	FRP1240	FR040
RED APPLE	FRP1271	FR071
STRAWBERRY	FRP1212	FR012
VANILLA	FRP1205	FR005
VELVET ROSE & OUD	FRP1201	FR101
MIXED		FR12CT

\*12 Pack

SCENT CONTROL LIC 0 000 000 SHELF READY 4 PACK W7 x D15 x H7cm DISPLAY +12 UNITS W21 x D16 x H7cm







RASPBERRY & VANILLA















W7.6 × D4 × H17.8 W6.8 × D6.8 × H4

FR-P-1219 FR019

FR-P-1240 FR040

FR-P-1212 FR012

FR-P-1205 FR005



# VACATION COLLECTION

Add a summer vibe to your space with our awesome Vacation Collection of luxury air fresheners, exclusively by FRSH Scents®.

Inspired by exotic destinations and pool-side inflatables, these super fun collectables come in limited editon fragrances specially selected to capture the essence of holiday adventure!





### HULA GIRL

SCENTED POLYMER

LASTS UP TO 30 DAYS

PINA COLADA





NNER CTN QTY

OUTER CTN QTY 192 PRODUCT SIZE (cm) W7.8 × D4.6 × H19.2 FR9750



### METAL FLOWER

4x SCENTED VENT CLIPS

EACH LASTS UP TO 30 DAYS

**COTTON & STRAWBERRY** 

FR0084



INNER CTN QTY

OUTER CTN Q

PRODUCT SIZE (cm) W9.6 × D2.8 × H18.5



### SURFBOARD

SCENTED POLYMER

LASTS UP TO 30 DAYS

HAWAIIAN BREEZE SUNSHINE VANILLA FR9781 FR9798







OUTER CTN QTY 288

PRODUCT SIZE (cm) W7.5 × D2.2 × H19.2



### SANDAL

SCENTED POLYMER

LASTS UP TO 30 DAYS

HAWAIIAN BREEZE SUNSHINE VANILLA FR4484 FR4491







FR4491

INNER CTN QT

OUTER CTN QTY 288 PRODUCT SIZE (cm) W7.5 × D2.4 × H19



### FISHHOOK NECKLACE

SCENTED POLYMER

LASTS UP TO 30 DAYS

HAWAIIAN BREEZE SUNSHINE VANILLA FR6688 FR6695





EDEEO

CTN QTY OUTER CTN

288

PRODUCT SIZE (cm) W7.5 × D2.2 × H19.2



### FLORAL NECKLACE

SCENTED POLYMER

LASTS UP TO 30 DAYS

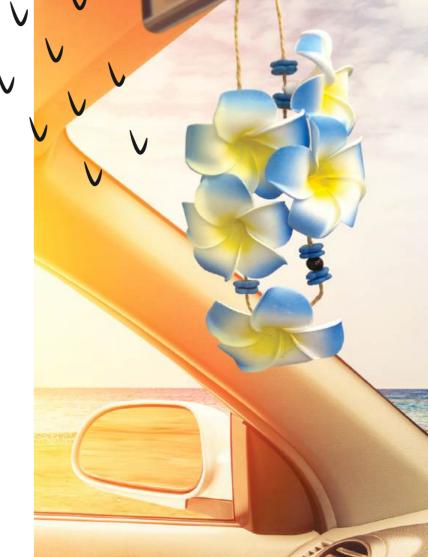
HAWAIIAN BREEZE SUNSHINE VANILLA FR9767 FR9774





OUTER CTN QTY

PRODUCT SIZE (cm) W7.5 × D3.6 × H19.2



### VACATION INFLATABLES I I I X I I R Y C A R

SCENTED PAPER

### TWIN & TRIPLE PACK EDITIONS

	SINGLE	TWI
BUBBLEGUM BLAST: UNICORN		VO00
CHERRY SODA : FLAMINGO		VOOC
PINEAPPLE PUNCH : CROC		V000
TANGERINE TWIST: ISLAND		VOOC
WOODY OUD : SWAN		VO02
NEW CAR : FISH	VO803	VO02
PEONY POWER : DOLPHIN		VO03
VANILLA SCOOP : DUCK		VO01
SEA BREEZE : WHALE	VO728	VO03
ICE POP : SHARK		VO02
STRAWBERRY JAM : LOBSTER		VO0
APPLE SCRUMP : TURTLE	VO766	VO03
LUSCIOUS LAVENDER : HIPPO	VO681	VO02

#### TRIPLE PACK EDITIONS

MIXED : UNICORN, FLAMINGO & CROC VO005

Available in any combination



























-

0027

INNER CTN QTY

OUTER CTN QTY 480 PRODUCT SIZE (cm) W7.5 x D0.5 x H19.4

### **VACATION INFLATABLES**

SCENTED POLYMER

### LASTS UP TO 30 DAYS

**BUBBLEGUM BLAST: UNICORN CHERRY SODA**: FLAMINGO PINEAPPLE PUNCH : CROC **TANGERINE TWIST: ISLAND** WOODY OUD: SWAN **NEW CAR:** FISH **PEONY POWER: DOLPHIN** VANILLA SCOOP : DUCK SEA BREEZE : WHALE ICE POP : SHARK

**STRAWBERRY JAM**: LOBSTER APPLE SCRUMP : TURTLE **LUSCIOUS LAVENDER:** HIPPO











































### LIMITED EDITIONS

SCENTED POLYMER VENT CLIPS

LASTS UP TO 30 DAYS

Our easy-to-use, universal fit car vent clip air fresheners are made from a premium scented polymer with a soft rubberised finish.

Available in a variety of exclusive eye catching designs and luxury fragrances!









#### SUMMER PICK&MIX1

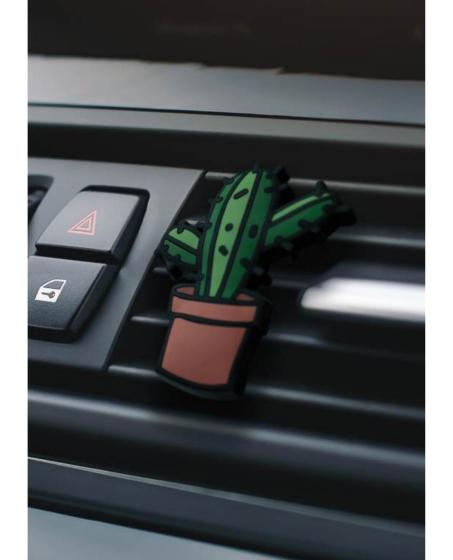
DREAMY PEONY : CAT AL007 **VELVET UNDERGROUND : HAND** AL008 **LIGHTNING LEMON**: LIGHTNING BOLT AL009 BLUEBERRY MUFFIN : MUFFIN AL6289 FRESH COTTON : PANTS AL011 **NEW CAR: RAINBOW HEART** AL012 VANILLA SMOOTHIE : SMOOTHIE AL6272 CHERRY CHAPSTICK : LIPS AL010

#### **SUMMER PICK&MIX2**

**ELECTRIC LEMON**: BULB AL013 **NEW CAR**: FLIP FLOP AL014 **SUMMER STRAWBERRY: SHADES** AL015 DARK VANILLA: SOMBRERO AL6296 RASPBERRY JELLY : JELLY AL005 FRUIT SALAD: WATERMELON AL6302 PEONY PUNK : SKULL AL004 SEA BREEZE : STARFISH AL016 **DEEP SPACE : UFO** AL003

#### **SUMMER PICK&MIX3**

SMOKEY OUD : BBO AL017 **BUBBLEGUM BLAST: TARGET** AL018 AL019 **GINGER BISCUIT** : CATNAP **COCONUT CRUSH:** COCONUT AL6319 COTTON FRESH: PAPER PLANE AL020 WILD CHERRY: SNEAKER AL002 SWEET VANILLA: STAR AL021 **NIGHT NOIR : TOUCAN** AL022













































OUTER CTN QTY 288

INNER CTN QTY

PRODUCT SIZE (cm) W7.5 x D2.5 x H15

#### **AUTUMN**

PUMPKIN SPICE : PUMPKIN AL4179 **NEW CAR:** HEDGEHOG AL4209 APPLE & CINNAMON : APPLE AL4292 LINEN : OWL AL4322 FROSTED CHERRY : LEAF AL5671 COTTON & PEONY : FOX AL5763 WOODY OUD : LEAF AL5794 RHUBARB & PEAR : MUSHROOM AL5824

#### WINTER

AL5909 SPICED GINGERBREAD : GINGERBREAD MAN ICE, ICE, BABY: SNOWFLAKE AL5930 NIGHT SKY : STAR AL5992 WINTER BERRIES : HOLLY AL6470 **EVERGREEN WOOD: LEAF** AL6357 VANILLA LATTE : MUG AL6388 NEW CAR : OWL AL6418 MIDNIGHT NOIR : PENGUIN AL6449 PEONY & BLUSH SUEDE : HAT AL6326

#### SPRING

**HONEY & VANILLA : BEE** AL4506 AL6241 **NEW CAR: BUTTERFLY** AL4568 WOODSAGE & SEAT SALT : CACTUS PEONY & BLUSH SUEDE : FLOWER AL4599 WILD STRAWBERRY: GNOME AL6258 **BLACK CHERRY**: LADYBIRD AL4650 **ROSEY POSEY : ROSE** AL6234 RHUBARB & CUSTARD : RAINBOW AL4629 **SUNSHINE VANILLA**: SUN AL6227 **BUBBLEGUM BLAST : BIRD** AL6265

INNER CTN QTY OUTER CTN QTY PRODUCT SIZE (cm) 288 W7.5 x D2.5 x H15

































### CONCENTRATED SPRAY

30ml Glass Bottle

LASTS UP TO 48 HOURS

A single spray under the car seat, or in the kitchen bin gives an intense long lasting fragrance boost!

 BLACK CHERRY
 FR5466

 CLEAN COTTON
 FR5473

 NEW CAR
 FR5480

 NOIR
 FR5497

 MANGO TROPICAL
 FR5503

















20

OUTER CTN QTY

N QTY PRODUCT SIZE (cm) H1.6 × D3.2

ED5466

FR5

FR5503

FD5497

FR5497

# IN-CAR ULTRASONIC DIFFUSER

LAVENDER & PEPPERMINT FRAGRANCE OILS INCLUDED

UD002



Product Specifications

INNER CTN QTY OUTER CTN Q

PRODUCT SIZE (cm) W20.2 x D8.2 x H15.6



### ULTRA SCENTS®

Introducing Ultra Scents Air Fresheners.
A knockout array of bold fragrances with ultra cool styling.





### LUXURY CARD

SCENTED PAPER

TWIN PACK EDITIONS

ULTRA CHERRY Ultra Fierce Ultra New Car Ultra Noir

UL001 UL002 UL003 UL004

















INNER CTN QTY 24 OUTER CTN QT

PRODUCT SIZE (cm) W7.5 x D0.5 x H19.4

### DELUXE HANGER

POWER
YOUR DRIVE
FOR UP TO
30 DAYS

**SCENTED POLYMER** 

ULTRA CHERRY Ultra Fierce Ultra New Car Ultra Noir

UL009 UL010 UL011 UL012

















### VENT CLIPS

POWER
YOUR DRIVE
FOR UP TO
90 DAYS

SCENTED OIL DIFFUSERS

2x2.5ml

ULTRA CHERRY Ultra Fierce Ultra New Car Ultra Noir UL005 UL006 UL007 UL008

















INNER CTN QTY 24 OUTER CTN Q1 288 PRODUCT SIZE (cm) W8.5 x D2 x H19.4

## 100-DAY ORGANIC CAN

POWER YOUR DRIVE FOR UP TO 100 DAYS

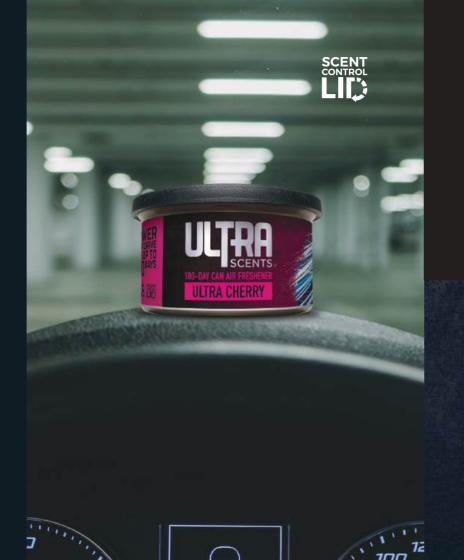
ORGANIC PADS

52g

PEGGED **ULTRA CHERRY UL021** UL022 **ULTRA ICE ULTRA LEMON UL023 ULTRA NEW CAR UL024** ULTRA TROPICAL ULTRA VANILLA UL025 **UL026** 

CANS **MIXED 12 PACK** UL027CT

W7.6 × D4 × H17.8 W6.8 × D6.8 × H4 12 Pack



















### **PRIVATE LABEL**

YOUR BRAND, OUR KNOWHOW.

We know what's involved in developing a range of high quality, branded air fresheners that have customer appeal. Range development, branding and product design all require expertise ...and then comes the sourcing.

Is the factory reliable? Have they been COC audited? Will the products meet leading safety standards? Will they deliver on time?

All of these questions and more are why some of Europe's leading retailers trust us to produce private label air fresheners for their customers.

We provide a turnkey service from product ideation, fragrance development, branding and packaging design to production, quality control and delivery. To date we have designed, developed and produced stunning collections for a variety of big name brands.



### PRIVATE LABEL CASE STUDY

Founded in 1999 by British entrepreneur Maximillion Cooper, Gumball 3000 is a car rally which has taken thousands of supercars and entrants on an epic journey all across the globe, touching down on every continent to create one of the greatest bucket list experiences possible behind a wheel.



### PRIVATE LABEL CASE STUDY



### **SCENTED PAPER**

TWIN PACK

TROPICAL

GB100









### PRIVATE LABEL CASE STUDY



SCENTED POLYMER
LASTS UP TO 30 DAYS

TROPICAL

GB5640











INNER CTN QTY

OUTER CTN QT

PRODUCT SIZE (cm) W7.5 x D2.2 x H13.5

### **PRIVATE LABEL CASE STUDY**



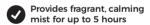
NEW CAR + CHERRY
FRAGRANCE OILS INCLUDED

BOX SET











USB connectivity
Car, home or office use

Ambient LED light 7 colour options

Whisper quiet <36dB

Auto shut-off
With Anti-Dry Protection

Compact size fits almost any vehicle cup holder Height 120mm Top 270mm Base 260mm



INNER CTN QTY

OUTER CTN QTY

PRODUCT SIZE (cm) W20.2 x D8.2 x H15.6

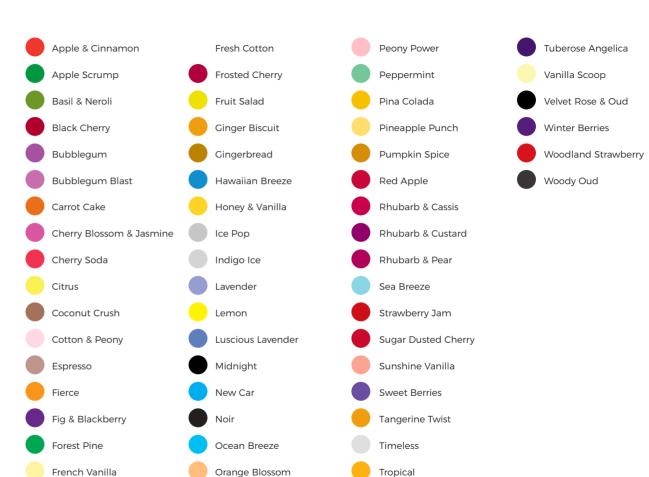
GB5855

### **FRAGRANCES**

SIGNATURE SCENTS AND NEW BLENDS

Discover just some of huge selection of fine fragrances we offer.





Orange Blossom

French Vanilla





#### **GET IN TOUCH**

To find out more about our products or for distribution and stockist enquiries simply get in touch and a member of our team will be pleased to assist you.

### info@frshscents.com

#### **United Kingdom**

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#### Hong Kong

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#### China

Room 2202-2203 TBA Tower, No.11 Dongguan Avenue, Dongcheng, DongGuan City Guangdong Province, P.R.C. 523000

### frshscents.com





