



CERTIFIED
PLASTIC
NEUTRAL
plasticbank.org



LUXURY AIR FRESHENERS
2022/23 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.

Plus, through our partnership with The Plastic Bank, every FRSH Scents® product on average pays for the equivalent of 3 plastic bottles to be collected and recycled.

Discover more at frshscents.com and [@frshscents](https://www.instagram.com/frshscents).



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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® is born!

2018



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

Brand launch in Europe and USA. Products ship internationally.

2019

International distribution begins



Calm Scents® sub-brand produced

2020

New packaging launched increasing sales



L.O.L. Surprise!® range exclusively licenced

2021

Private Label collections developed for major retail brands

Product range expands with innovative new designs including Ultrasonic Diffuser

2022



Ultra Scents® sub-brand created

Exclusive new Vacation Collection products launched



Gumball 3000® rally collaboration

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

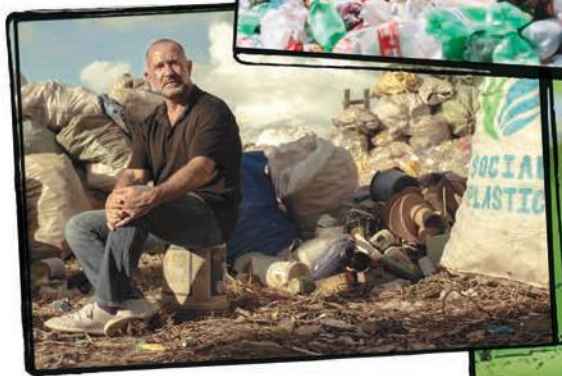
Through our offset program with The Plastic Bank, FRSH Scents® products are responsible for much more plastic being reclaimed and recycled than are used.



Recyclable

All our product packaging use recyclable paper.





A FRSH APPROACH

EVERY FRSH SCENTS® PRODUCT REDUCES WASTE AND POVERTY



Our products have paid for over **92,000kg** of plastic waste to be collected and recycled. That is the equivalent of over **4.6 million** water bottles and counting!

Ocean plastic is a huge growing problem for everyone. As a socially responsible manufacturer we wanted to ensure that we were part of the solution, not part of the problem.

Through our offset program with The Plastic Bank, every FRSH Scents® product contributes to their award winning program that reduces waste and poverty.

On average each FRSH Scents® product pays for the equivalent of 3 plastic bottles to be collected and recycled. As a result our products are responsible for much more plastic being reclaimed and recycled than we use. This means every single FRSH Scents® product is **Certified Plastic Neutral**.

"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 & CEO, The Plastic Bank





Introducing the latest FRSH Scents® product range.



LUXURY CARD

SCENTED PAPER

SINGLE & TWIN PACK EDITIONS

BLACK CHERRY
BUBBLEGUM
CITRUS
COCONUT CRUSH
FRENCH VANILLA
FRESH COTTON
INDIGO ICE
LAVENDER
NEW CAR
OCEAN BREEZE
PEONY & BLUSH SUEDE
RED APPLE
TROPICAL
VELVET ROSE & OUD

SINGLE	TWIN
FR9569	FR1386
FR1444	FR1499
FR1437	FR1482
FR9613	FR1409
FR9810	FR1317
FR9583	FR1423
FR9606	FR1416
FR1642	FR1659
FR9576	FR1379
FR1413	FR1468
FR9521	FR1324
FR1420	FR1475
FR1406	FR1451
FR9545	FR1355

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	480	W7.5 x D0.5 x H19.4



HANGING DIFFUSER

2ML SCENTED OIL CAPSULE
LASTS UP TO 45 DAYS

- BLACK CHERRY
- BUBBLEGUM
- FRENCH VANILLA
- FRESH COTTON
- NEW CAR
- OCEAN BREEZE
- TROPICAL
- WOODLAND STRAWBERRY

- FR9439
- FR1550
- FR9903
- FR9453
- FR9446
- FR1543
- FR1536
- FR9460

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



DELUXE BOTTLE

SCENTED POLYMER
LASTS UP TO 30 DAYS

- BLACK CHERRY
- FRENCH VANILLA
- FRESH COTTON
- NEW CAR
- TROPICAL
- VELVET ROSE & OUD

- FR8654
- FR9842
- FR8678
- FR8661
- FR1505
- FR8630

INNER CTN QTY OUTER CTN QTY PRODUCT SIZE (cm)
24 288 W7.5 x D2.2 x H13.5



DISPLAY +16 UNITS
W39 x D21 x H32cm

FD001



FR8654



FR9842



FR8678



FR8661



FR1505



FR8630



DELUXE GLASS BOTTLE

7ML SCENTED OIL
LASTS UP TO **45** DAYS

BLACK CHERRY
FRENCH VANILLA
FRESH COTTON
NEW CAR
TROPICAL
VELVET ROSE & OUD

FR1638
FR1560
FR1676
FR1621
FR1512
FR1645

INNER CTN QTY
24

OUTER CTN QTY
288

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



FR1638



FR1560



FR1676



FR1621



FR1512



FR1645

frsh
SCENTS.

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
24

OUTER CTN QTY
288

PRODUCT SIZE (cm)
W7.5 x D2 x H19.2



FR8913



FR9866



FR8937



FR8920

frsh
SCENTS.

VENT CLIP OIL DIFFUSERS

2x 2.5ML SCENTED OIL
LASTS UP TO 90 DAYS

- BLACK CHERRY
- FRENCH VANILLA
- FRESH COTTON
- NEW CAR
- TROPICAL
- VELVET ROSE & OUD
- WOODLAND STRAWBERRY

- FR9170
- FR9880
- FR9194
- FR9187
- FR1529
- FR9156
- FR9200

7ML SCENTED OIL
LASTS UP TO 45 DAYS

- FRENCH VANILLA
- FRESH COTTON
- NEW CAR
- WOODLAND STRAWBERRY

- FR1164
- FR1270
- FR1225
- FR1249

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	288	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

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



ALL AVAILABLE IN
 SHELF READY 4 PACKS



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

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



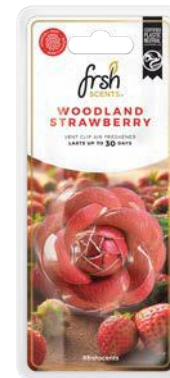
FR9712



FR9651



FR9675



FR9729

ORGANIC TIN

42G ORGANIC PAD
LASTS UP TO 60 DAYS

BUBBLEGUM
CHERRY
COTTON
NEW CAR
STRAWBERRY
VANILLA

Pegged
FR-P-1249
FR-P-1207
FR-P-1244
FR-P-1222
FR-P-1212
FR-P-1205

Tins*
FR049
FR007
FR044
FR022
FR012
FR005

MIXED

FR12CT

*12 Pack

INNER CTN QTY
12
12

OUTER CTN QTY
72
144

PRODUCT SIZE (cm)
W7.6 x D4 x H17.8
W6.8 x D6.8 x H4



DISPLAY +12 UNITS
W21 x D16 x H7cm

FR12CT



FR-P-1249
FR049

FR-P-1207
FR007

FR-P-1244
FR044

FR-P-1222
FR022

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 edition fragrances specially selected to capture the essence of holiday adventure!

by
frsh
SCENTS®



HULA GIRL

SCENTED POLYMER
LASTS UP TO 30 DAYS

PINA COLADA

FR9750



FR9750



INNER CTN QTY
24

OUTER CTN QTY
192

PRODUCT SIZE (cm)
W7.8 x D4.6 x H19.2

SURFBOARD

SCENTED POLYMER
LASTS UP TO 30 DAYS

HAWAIIAN BREEZE
SUNSHINE VANILLA

FR9781
FR9798



FR9781



FR9798

INNER CTN QTY
24

OUTER CTN QTY
288

PRODUCT SIZE (cm)
W7.5 x D2.2 x H19.2



SANDAL

SCENTED POLYMER
LASTS UP TO 30 DAYS

HAWAIIAN BREEZE
SUNSHINE VANILLA

FR4484
FR4491



FR4484



FR4491

INNER CTN QTY
24

OUTER CTN QTY
288

PRODUCT SIZE (cm)
W7.5 x D2.4 x H19

FISHHOOK NECKLACE

SCENTED POLYMER
LASTS UP TO 30 DAYS

HAWAIIAN BREEZE
SUNSHINE VANILLA

FR6688
FR6695



FR6688



FR6695

INNER CTN QTY
24

OUTER CTN QTY
288

PRODUCT SIZE (cm)
W7.5 x D2.2 x H19.2



FLORAL NECKLACE

SCENTED POLYMER
LASTS UP TO 30 DAYS

HAWAIIAN BREEZE
SUNSHINE VANILLA

FR9767
FR9774



FR9767



FR9774

INNER CTN QTY
24

OUTER CTN QTY
192

PRODUCT SIZE (cm)
W7.5 x D3.6 x H19.2

VACATION INFLATABLES
LUXURY CARD

SCENTED PAPER

TWIN & TRIPLE PACK EDITIONS

	TWIN	TRIPLE
BUBBLEGUM BLAST : UNICORN	VO004	
CHERRY SODA : FLAMINGO	VO002	
PINEAPPLE PUNCH : CROC	VO001	
TANGERINE TWIST : ISLAND	VO003	
MIXED : UNICORN, FLAMINGO & CROC		VO005

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	480	W7.5 x D0.5 x H19.4



VACATION INFLATABLES
VENT CLIPS

SCENTED POLYMER
LASTS UP TO 30 DAYS

BUBBLEGUM BLAST : UNICORN
CHERRY SODA : FLAMINGO
PINEAPPLE PUNCH : CROC
TANGERINE TWIST : ISLAND

VO009
VO007
VO006
VO008

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



DISPLAY +16 UNITS
W40 x D20 x H25cm FD011



VO009 VO007 VO006 VO008



IN-CAR ULTRASONIC DIFFUSER

LAVENDER & PEPPERMINT
FRAGRANCE OILS INCLUDED

UD002



Product Specifications

INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
24	24	W20.2 x D8.2 x H15.6



- ✓ Fragrance oil diffuser & Humidifier
- ✓ Provides fragrant, calming mist for up to 5 hours
- ✓ Soft touch Premium rubberised finish
- ✓ 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 ø70mm Base ø60mm



ULTRA SCENTS®

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

by
frsh
SCENTS®



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 QTY
480

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



fresh
SCENTS

DELUXE HANGER

SCENTED POLYMER

ULTRA CHERRY
ULTRA FIERCE
ULTRA NEW CAR
ULTRA NOIR

POWER
YOUR DRIVE
FOR UP TO
30 DAYS

UL009
UL010
UL011
UL012



INNER CTN QTY
24

OUTER CTN QTY
288

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



fresh
SCENTS.

VENT CLIPS

SCENTED OIL DIFFUSERS

2x2.5ml

ULTRA CHERRY
ULTRA FIERCE
ULTRA NEW CAR
ULTRA NOIR

POWER
YOUR DRIVE
FOR UP TO
90 DAYS

UL005
UL006
UL007
UL008

INNER CTN QTY
24

OUTER CTN QTY
288

PRODUCT SIZE (cm)
W8.5 x D2 x H19.4



fresh
SCENTS

100-DAY ORGANIC CAN

ORGANIC PADS

52g

- ULTRA CHERRY
- ULTRA ICE
- ULTRA LEMON
- ULTRA NEW CAR
- ULTRA TROPICAL
- ULTRA VANILLA

MIXED 12 PACK

POWER YOUR DRIVE FOR UP TO 100 DAYS

- PEGGED
- UL021
 - UL022
 - UL023
 - UL024
 - UL025
 - UL026

CANS
UL027CT

ITEM	INNER CTN QTY	OUTER CTN QTY	PRODUCT SIZE (cm)
Pegged	12	72	W7.6 × D4 × H17.8
12 Pack	12	144	W6.8 × D6.8 × H4

SCENT CONTROL LID
MADE IN USA



DISPLAY +12 UNITS
W21 x D16 x H7cm

UL027CT



UL021

UL022

UL023

UL024

UL025

UL026

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?

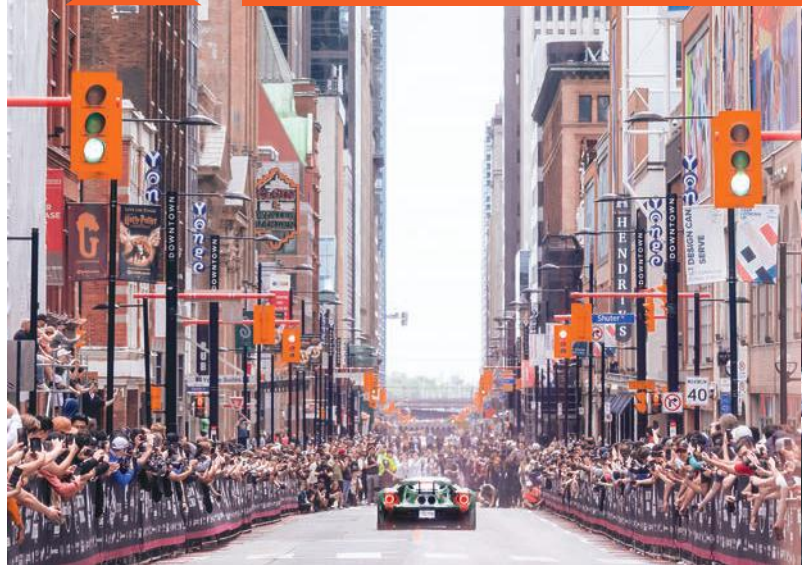
All of these questions and more are why some of Europe's leading retailers trust us to produce private label air fresheners for their customers.

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



LUXURY CARD

SCENTED PAPER

TWIN PACK

- CHERRY
- FIERCE
- ICE
- NEW CAR
- MIXED : NEW CAR + CHERRY

- GB001
- GB002
- GB003
- GB004
- GB006

INNER CTN QTY
24

OUTER CTN QTY
480

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



GB001



GB002



GB003



GB004



GB006

MIXED TWIN PACK



PRIVATE LABEL CASE STUDY



VENT CLIP DIFFUSERS

2 x 2.5ML
LASTS UP TO 90 DAYS

CHERRY
FIERCE
ICE
NEW CAR

GB011
GB012
GB013
GB014

INNER CTN QTY
24

OUTER CTN QTY
288

PRODUCT SIZE (cm)
W8.5 x D2 x H19.4



GB011



GB012



GB013



GB014



PRIVATE LABEL CASE STUDY



DELUXE DISC

SCENTED POLYMER
LASTS UP TO **30** DAYS

CHERRY
FIERCE
ICE
NEW CAR

GB007
GB008
GB009
GB010



INNER CTN QTY
24

OUTER CTN QTY
288

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



GB007



GB008



GB009



GB010



frsh
SCENTS.

PRIVATE LABEL CASE STUDY



SCENTED POLYMER
LASTS UP TO 30 DAYS

CHERRY
FIERCE
ICE
NEW CAR

GB015
GB016
GB017
GB018



GB015



GB016



GB017



GB018

INNER CTN QTY
24

OUTER CTN QTY
288

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



PRIVATE LABEL CASE STUDY



ULTRASONIC DIFFUSER

NEW CAR + CHERRY
FRAGRANCE OILS INCLUDED

BOX SET

UD003

INNER CTN QTY
24

OUTER CTN QTY
24

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



UD003

- ✔ Fragrance oil diffuser & Humidifier
- ✔ Provides fragrant, calming mist for up to 5 hours
- ✔ Soft touch Premium rubberised finish
- ✔ 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 ø70mm Base ø60mm



DISPLAY UNITS

POINT OF SALE

A range of displays are available for floor and counter top placements. We can also create bespoke solutions for your requirements.



Reusable and Recyclable



DISPLAY +36 UNITS
W124 x D26 x H45cm
FD007



DISPLAY +12 UNITS
W21 x D16 x H7cm
UL027CT



DISPLAY +16 UNITS
W40 x D20 x H25cm
FD011



DISPLAY +16 UNITS
W59 x D21 x H32cm
FD001



DISPLAY +72 UNITS
W45 x D30 x H122cm
FD008



DISPLAY +72 UNITS
W45 x D30 x H122cm
FD009



DISPLAY +72 UNITS
W45 x D30 x H122cm
FD009



CLIPSTRIPS
W7.5 x D1.5 x H100cm
FD010

These designs represent just a sample of the displays we have produced. Other floor and counter display options are also available.





GET IN TOUCH

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

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