



REFRESH THIS  
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fresh  
SCENTS®

CERTIFIED  
PLASTIC  
NEUTRAL  
plasticbank.org



LUXURY AIR FRESHENERS  
**2024 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](https://frshscents.com) and [@frshscents](https://www.instagram.com/frshscents).



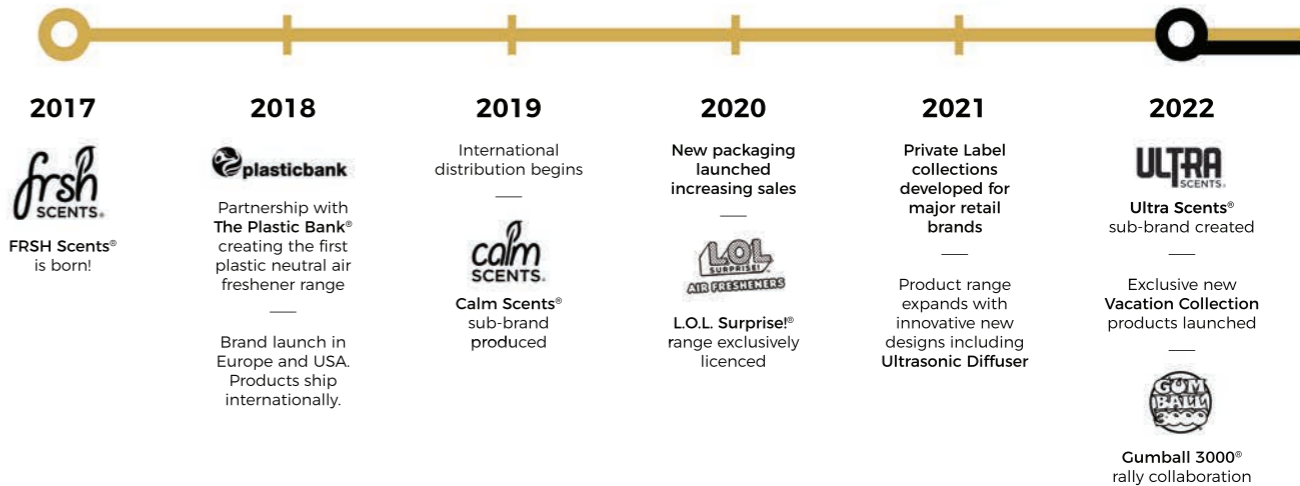
- 04. Our Story
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- 08. The Plastic Bank
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- 12. FRSH Scents®
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# A FRSH START

## 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.



# 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 **115,000kg** of plastic waste to be collected and recycled. That is the equivalent of over **5.7 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."

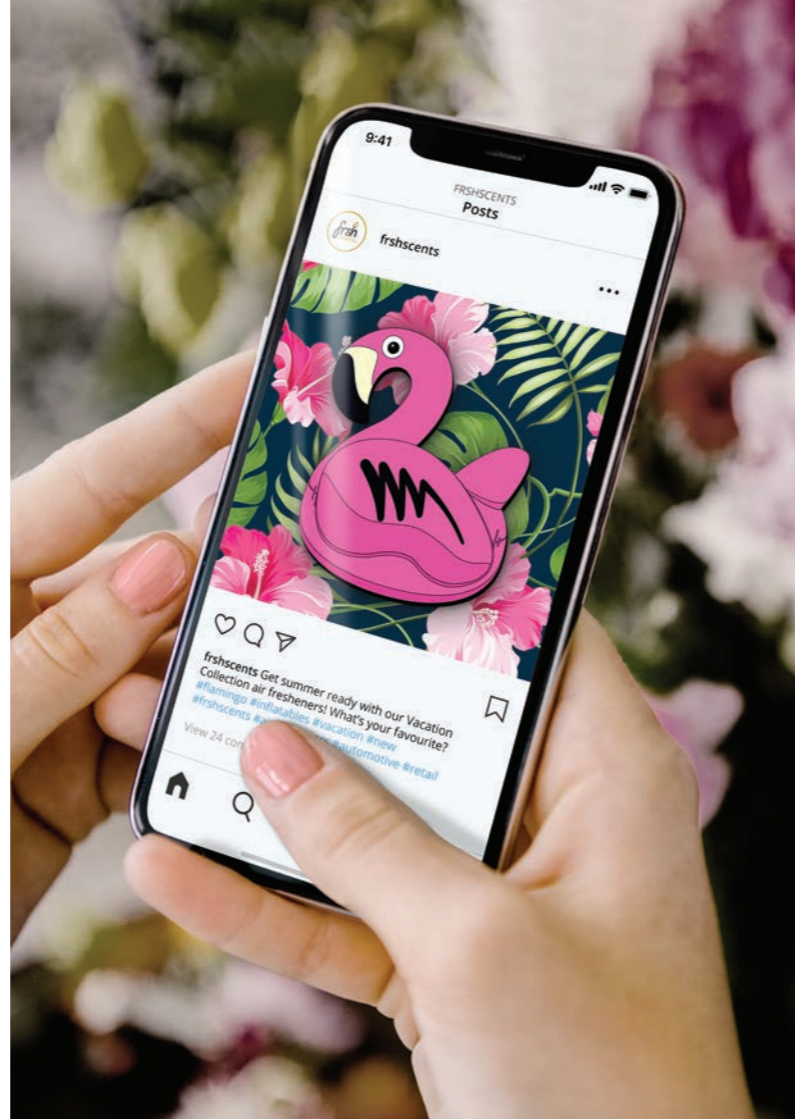
**DAVID KATZ**  
Founder & CEO, The Plastic Bank



# FOLLOW US

@FRSHSCENTS

Follow us online at [frshscents.com](https://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 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**

**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

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# 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  
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# 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**  
**FRENCH VANILLA**  
**FRESH COTTON**  
**NEW CAR**

FR9309  
 FR9897  
 FR9323  
 FR9316

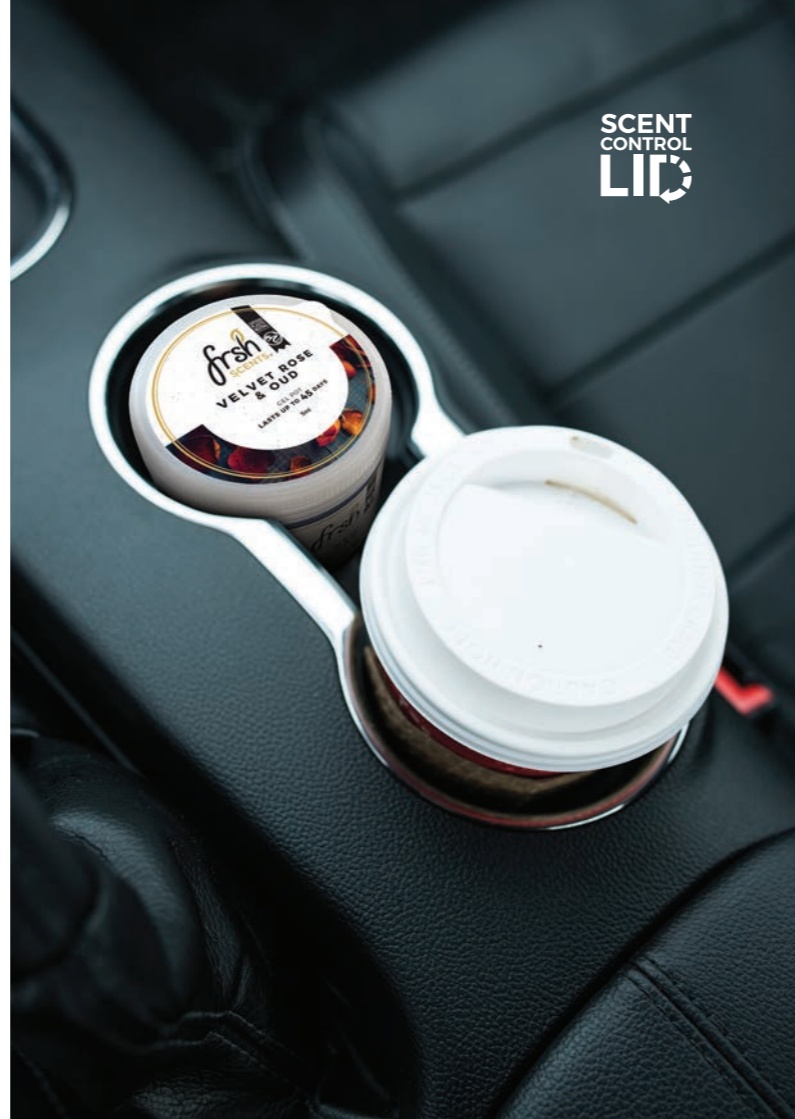
5OZ (Shelf Packs x4)

**LASTS UP TO 45 DAYS**

**BLACK CHERRY**  
**NEW CAR**  
**TROPICAL**  
**VELVET ROSE & OUD**

FR1485  
 FR1478  
 FR1567  
 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 24  
OUTER CTN QTY 216  
PRODUCT SIZE (cm) W9 x D3.8 x H19.5



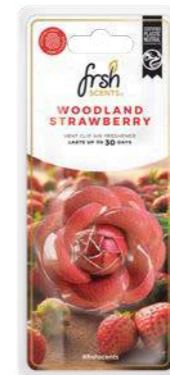
FR9712



FR9651



FR9675



FR9729

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# 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	OUTER CTN QTY	PRODUCT SIZE (cm)
12	72	W7.6 × D4 × H17.8
12	144	W6.8 × D6.8 × 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 × D4.6 × 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

**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

**MIXED** : UNICORN, FLAMINGO & CROC

**TWIN**  
 VO004  
 VO002  
 VO001  
 VO003  
 VO028  
 VO029  
 VO033  
 VO019  
 VO030  
 VO021  
 VO031  
 VO032

**TRIPLE**  
 VO005

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



MIXED TRIPLE PACK

# VACATION INFLATABLES VENT CLIPS

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

- VO009
- VO007
- VO006
- VO008
- VO023
- VO024
- VO035
- VO018
- VO025
- VO020
- VO026
- VO034

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



# 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



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# 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  
LIC  
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



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



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



fresh  
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 +16 UNITS**  
W40 x D20 x H25cm  
FD011



**DISPLAY +72 UNITS**  
W45 x D50 x H122cm  
FD008



**DISPLAY +72 UNITS**  
W45 x D30 x H122cm  
FD009



**DISPLAY +16 UNITS**  
W59 x D21 x H52cm  
FD001



**DISPLAY +12 UNITS**  
W21 x D16 x H17cm  
UL027CT



**DISPLAY +144 UNITS**  
W465 x D27 x H152cm  
FD006



**CLIPSTRIPS**  
W75 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.

[info@frshscents.com](mailto:info@frshscents.com)

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No. 54-62 Lockhart Road,  
Wanchai,  
Hong Kong.

### China

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

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