



# Best-in-class Odor Elimination

Commercial fragrance featuring the best in odor neutralizing technology

# Store atmospheres: A multisensory perspective

Our research indicates that individuals inside buildings and visitors commonly link unpleasant smells with a lack of cleanliness. Particularly in public spaces, these odors can permeate the area at any moment, sometimes immediately after cleaning. This presents an issue since scientific evidence underscores that cleanliness significantly influences whether visitors or occupants choose to return or stay. This factor significantly affects vacancy rates, potentially impacting the sustainability of stores, office buildings, hospitality venues, and restaurants.



# 90%

rated cleanliness as  
the most important  
aspect of retail  
store atmosphere

Source: Chain Store Age (2005, Sept), Store Atmospherics Study, Chicago: Leo J. Shapiro & Associates



# odouraze™ odor neutralizer

## What is our unique Odouraze technology?

**Odouraze™** is one of our best malodour elimination technologies, developed by leading experts. Backed by 35 years of leading industry research, Odouraze combines bespoke perfumery design rules and enhanced elimination technologies to meet the need for effective air care. Our best selling product, the Twist™ utilizes this unique technology to effectively combat environmental and domestic odors found in areas such as kitchens and bathrooms, as well as stale air. With the use of Odouraze, you get a powerful product that effectively permeates a large space to keep it smelling fresh day in and day out while neutralizing odor.





## What is our science-backed TMM technology?

**Total Malodor Management**<sup>®</sup> formulas use advanced science to capture and block malodor molecules, boasting over 90% efficacy. Outperforming typical antimicrobial materials, TMM<sup>®</sup> stands as the superior choice among current malodor technologies. TMM<sup>®</sup> works by utilizing a molecular complex formation and renders the malodor molecule nonvolatile. Rendered nonvolatile the malodor molecule cannot escape into the atmosphere and reach the nose. Thus, the perception of the malodor is eliminated. This technology is a breakthrough in the area of malodor counteraction.





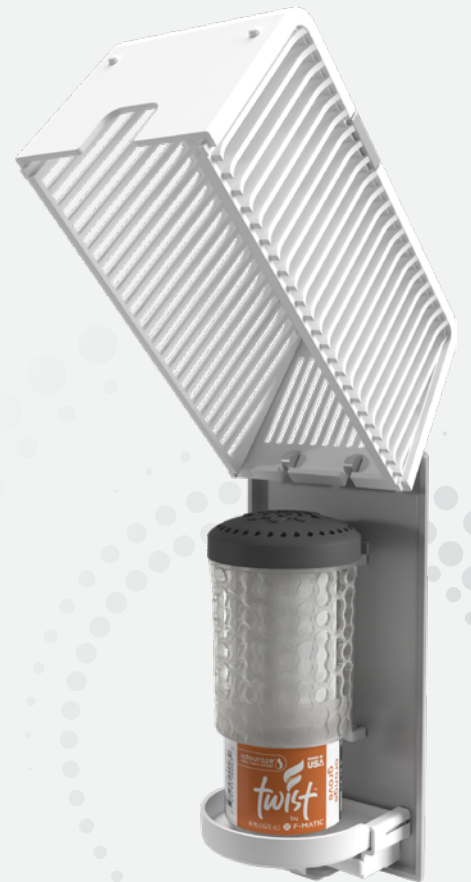
# Stop masking odors, neutralize them

Backed by 35 years of leading industry research, our **Odouraze™** odor neutralizer features enhanced malodor elimination technology. Combining this technology with our best selling product, the Twist™ passive aircare system becomes a force to be reckoned with in combatting all types of odors.

Twist™ activation is nearly effortless with our patented two-step twist and click execution, an audible CLICK signaling that the cartridge is activated and sealed against leakage. The Twist utilizes our reliable, gravity-fueled system that never requires batteries, fuel cells or any other artificial means of power to neutralize odors in up to 6,000 cubic feet of space for a full 60 days.



+ odouraze™  
odor neutralizer



## AVAILABLE IN 12 SIGNATURE SCENTS

SOOTHING WHITE TEA  
GREEN APPLE  
CUCUMBER MELON  
ORANGE GROVE  
MOUNTAIN BREEZE  
CHERRIES JUBILEE  
NATURALLY CLEAN  
MANGO MYSTIQUE  
MADAGASCAR VANILLA  
TROPICAL PARADISE  
LAVENDER MORNING  
SWEET LEMON



# Create a stink and splash free zone

**Total Malodor Management®** formulas use advanced science to capture and block malodor molecules, boasting over 90% efficacy. Outperforming typical antimicrobial materials, TMM® stands as the superior choice among current malodor technologies. Test results prove it!

Infusing TMM® technology with our signature Airfin™ urinal screens, you can rest assured your commercial restrooms will stay smelling fresh with each flush. The Airfin's unique fin-like design also minimizes splash-back while neutralizing odors on contact making it the most efficient solution you can find on the market today. Now designed with more surface area, you can expect longer lasting fragrance and improved performance.



+ **TMM®**

## AVAILABLE IN 11 SIGNATURE SCENTS

GREEN APPLE  
CUCUMBER MELON  
ORANGE GROVE  
MOUNTAIN BREEZE  
CHERRIES JUBILEE  
NATURALLY CLEAN  
TROPICAL PARADISE  
LAVENDER MORNING

NEW ▶ SWEET LEMON

NEW ▶ SOOTHING WHITE TEA

COMING SOON ▶ APPLE SPICE





# Fresh scented stalls for all

By combining the power of **TMM**<sup>®</sup> technology with our AirClips<sup>™</sup> Toilet Clips, you can be assured that your restroom stalls will keep fresh day in and day out. TMM<sup>®</sup> works by neutralizing any stagnant odors that permeate still after flushing. Easy installation requires no tools: simply clip into place. Fits nearly every toilet: tank or tankless, round or oblong shaped for 30 days of continuous odor control and air freshening. Now designed with more surface area, you can expect longer lasting fragrance and improved performance. Available in nine fresh scents to match our most popular Twist<sup>™</sup> air freshener fragrances.



AirClip<sup>™</sup>

+

**TMM**<sup>®</sup>



## AVAILABLE IN 11 SIGNATURE SCENTS

GREEN APPLE  
CUCUMBER MELON  
ORANGE GROVE  
MOUNTAIN BREEZE  
NATURALLY CLEAN  
CHERRIES JUBILEE  
TROPICAL PARADISE  
LAVENDER MORNING

NEW ▶ SOOTHING WHITE TEA

NEW ▶ SWEET LEMON

COMING SOON ▶ APPLE SPICE



# Big fragrance in a small package

Integrating the **TMM**<sup>®</sup> technology with our TagAir<sup>™</sup> Hang Tags, we've been able to achieve a powerful odor inhibitor that can be placed just about anywhere. Our slim design, loop hanger, and optional adhesive tab make it easy to discreetly place the GelAir<sup>™</sup> Hang Tag like under a desk, on a door handle, or inside a trash can. It's perfect for those small areas that can easily retain odors such as inside cupboards, behind the toilet, on the trash can lid, even closets and cars!

TagAir<sup>™</sup> + TMM<sup>®</sup>



AVAILABLE IN  
5 SIGNATURE SCENTS

CUCUMBER MELON  
ORANGE GROVE  
MOUNTAIN BREEZE

COMING SOON ▶

NATURALLY CLEAN  
APPLE SPICE