



car air  
freshener

# Danny<sup>TM</sup>

the Dog

including 3 brand new fragrances



Drive  
Happy





Made in Italy, Danny the Dog is a project of passion inspired by our beloved 'Danny', this fragrance company's favourite little furry colleague who comes into work everyday with Mark, the companies co owner and Creative Director.

His unconditional love for us all keeps a smile on our faces and has driven us, with our long history of producing fragrances, to create this amazing new brand!

We all love animals, and it is our mission is to become the most loved, and most fun, mass market car freshener on the planet!





**Design and brand name impact at POS**  
We believe Danny the Dog will have huge appeal because of the global love for animals especially Dogs. The design is fun, appealing and puts a smile on people's faces – well needed during these challenging times!

**Fragrance**  
Nine fragrances researched with the fragrance house to be the most commercial based on previous sales into the mass market.

car air  
freshener

Danny™  
the Dog



PRODUCT	DANNY THE DOG CAR AIR FRAGRANCE	UNIT BARCODE	INNER CARTON (12 units per box)	MASTER CARTON ( 17 inner cartons - 204 units)	Number of master cartons ordered
DDS80001	BLACK COMET FRAGRANCE	5391533716458	5391533716755	05391533716519	
DDS80002	OCEAN SURF FRAGRANCE	5391533716502	5391533716762	05391533716564	
DDS80003	MINT MOJO FRAGRANCE	5391533716465	5391533716779	05391533716526	
DDS80004	VANILLA VOOM VOOM FRAGRANCE	5391533716472	5391533716786	05391533716533	
DDS80005	BERRY BLAST FRAGRANCE	5391533716496	5391533716793	05391533716557	
DDS80006	NEW CAR SMELL FRAGRANCE	5391533716489	5391533716809	05391533716540	
DDS80007	SUGAR & ICE FRAGRANCE	5391545991751	5391545991768	5391545991775	
DDS80008	COOL LAVENDER FRAGRANCE	5391545991782	5391545991805	5391545991799	
DDS80009	TROPICAL FRUITS FRAGRANCE	5391545991812	5391545991829	5391545991836	
YOUR CONTACT DETAILS				PO No. :	
COMPANY NAME :		CONTACT NAME :		POSITION :	
ADDRESS :				PHONE :	
				EMAIL :	

Counter and Floor Display Units can be ordered on the next page

# Displays

Counter & Floor

Counter Display Unit  
(Fits 18 Units)

Code: DTD-CDU18

ORDER QUANTITY

Floor Display Unit  
(Fits 105 Units)

Code: DTD-FSDU105

ORDER QUANTITY

car air  
freshener  
**Danny**<sup>TM</sup>  
the Dog



# Packaging



**Inner box**  
12 units  
One fragrance



**master carton**  
204 units  
17 inner boxes  
One fragrance



**one pallet**  
2448 units  
12 master cartons

FOR ENQUIRIES CONTACT US BY EMAIL OR PHONE

**Email**  
mark@maxbenjamin.ie  
orders@maxbenjamin.ie

**Phone**  
+353 1 2863647

**Head Office Europe** : Oberg Associates Ltd, A98 VX34, Ireland.  
**Warehouse Shipping address** : Truck Service COOP A R.L, Via Lodi 21 - Loc. S. Pedrino 20052 Vignate (MI), Italy.