

Retail Prospectus

2023

CARFUME 



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Our Business

Our passion is creating luxury, environmentally friendly car fragrances to level up your driving experience. With our mood boosting fragrances, our customers Drive Happy.

Choose your diffuser, colour and fragrance to ensure your car looks and smells its best, always.

- Established in 2018
- Over 500,000 units sold
- 200,000+ Social media followers
- Most engaged car air freshener brand online
- Trademarked brand in UK, USA, EU and Australia
- Repeat Customer base over 40%
- Solely online sales to date
- UK Headquartered
- UK Manufacturing plant
- Depots in UK and USA

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Who We Are

We are the luxury car fragrance brand who are continually working on delivering on exceptional and unique products for our loyal customers. Carfume has an unrivalled level of customer engagement and loyalty, with an instantly recognised brand.

- Data driven business - retailers want to work with us
- Recognised disruptive and innovative brand
- Low moqs
- 5 star review rating (the most reviewed car air freshener)
- Loyal customers who repeat purchase
- Premium Product
- High margins - wholesalers and retailers
- Endorsed by hundreds of celebrities
- Significant marketing budget to promote our products
- Longest lasting premium product - upto 90 days
- Demand from our customers to be available in retail - impulse purchasing

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Luxury Fragrances

Our customers love our premium mix of imitation fragrances for their cars, as well as our own Carfume only range found only with us. As well as our popular aftershave and perfume fragrances, we also cater for the widest audience possible with our Traditional range.

Carfume loves to innovate, we run promotions through the year with fragrances based around seasonal and key calendar dates such as Easter, Halloween and Christmas.

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Premium Range

Choose from one of our premium car air fresheners. Luxury hand-painted matte finish bottles. Choose your favourite fragrance to match your style and drive happy.

Specification:

H=143mm W=61mm D=31mm



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Original Range

Our Original Carfume collection is a classic car air freshener for any vehicle. Choose one of our luxury hand-painted translucent bottles and a fragrance to match your style and drive happy.

Specification:
H=143mm W=61mm D=31mm



Traditional Range

We've carefully crafted 5 brand new traditional fragrances that are guaranteed to level-up your customer's drive. Produced with the luxury glass bottle, these are: Comforting Fresh Linen, Exhilarating Pine, New Car Delight, Soothing Vanilla, Strawberry & Cherry Euphoria.

Specification:

H=143mm W=61mm D=31mm

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Traditional Scent Cards

We've carefully crafted 5 traditional fragrances that are guaranteed to level-up your customers drive. Produced on a high quality, premium scent card material. These are the next level in scent cards with premium scents including: Comforting Fresh Linen, Exhilarating Pine, New CarDelight, Soothing Vanilla & Cherry Euphoria.

Specification:
H=80mm W=80mm



Mist

The Carfume Mist® is an ultrasonic diffuser that vaporizes water with your chosen fragrance to create a calming, smooth and cool fragrant mist.

The Carfume Mist is perfect for use in your car or in the home, with 3 colours and 5 exciting premium Carfume fragrances to choose from.

- Choice of lighting - Clear white or rainbow
- Two mist modes - Delay and Constant
- Fits in all car cup holders
- Compact size
- Stylish premium finishes
- USB powered

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Deluxe

Sleek, modern, luxurious and stylish, the Carfume Deluxe perfectly compliments the interior of any performance vehicle. Carfume Deluxe makes the perfect gift for any car enthusiast! Each carfume deluxe is perfectly presented in an ultra sleek, high quality gift box.

With each fragrance lasting for up to 120 days, it is a truly long lasting and economical option. Available in 4 contemporary colours the deluxe is compatible with most car air vents. It is available in: black, red, silver and gold colourways.

- Stronger aroma
- Luxury quality
- Fragrance lasting up to 120 days
- Sleek design
- High quality materials
- Compact size

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Surge Car Fragrance Spray

Brand new to the market, we've delivered the very best "blast can" experience available and it comes in all your favourite Carfume fragrances.

For those Carfume customers who want an even stronger, longer lasting experience, our 400ml "Surge" blast can will powerfully expel your favourite fragrance into your car, and last for weeks or even months!

Delivered in a luxury, stylish CDU of x10 units or can be delivered in one of our "stand out" FSDUs (floor standing display units), the "Surge" is a must have for instore retail.

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Cute Collection

Our delicately produced Cute Collection is an amazing car air freshener. Don't underestimate these cute little bears when it comes to strong aromas for your car! There's a choice of colours and shapes and our most popular fragrances.

- Unique and individual designs
- Lasts up to 3 months
- Customer can control the strength of the fragrance
- Comes with premium quality packaging and vent clip
- Clip can attach to every vent possible
- Perfect road trip companion

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Retail Promotions

We provide stunning CDUs in packs of 10 as standard, perfect for sitting on a busy retail counter.

FSDUs also available carrying up to 120 units in a lean and space saving pack.

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As Seen In...



Good Housekeeping



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Contact

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Drive Happy

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