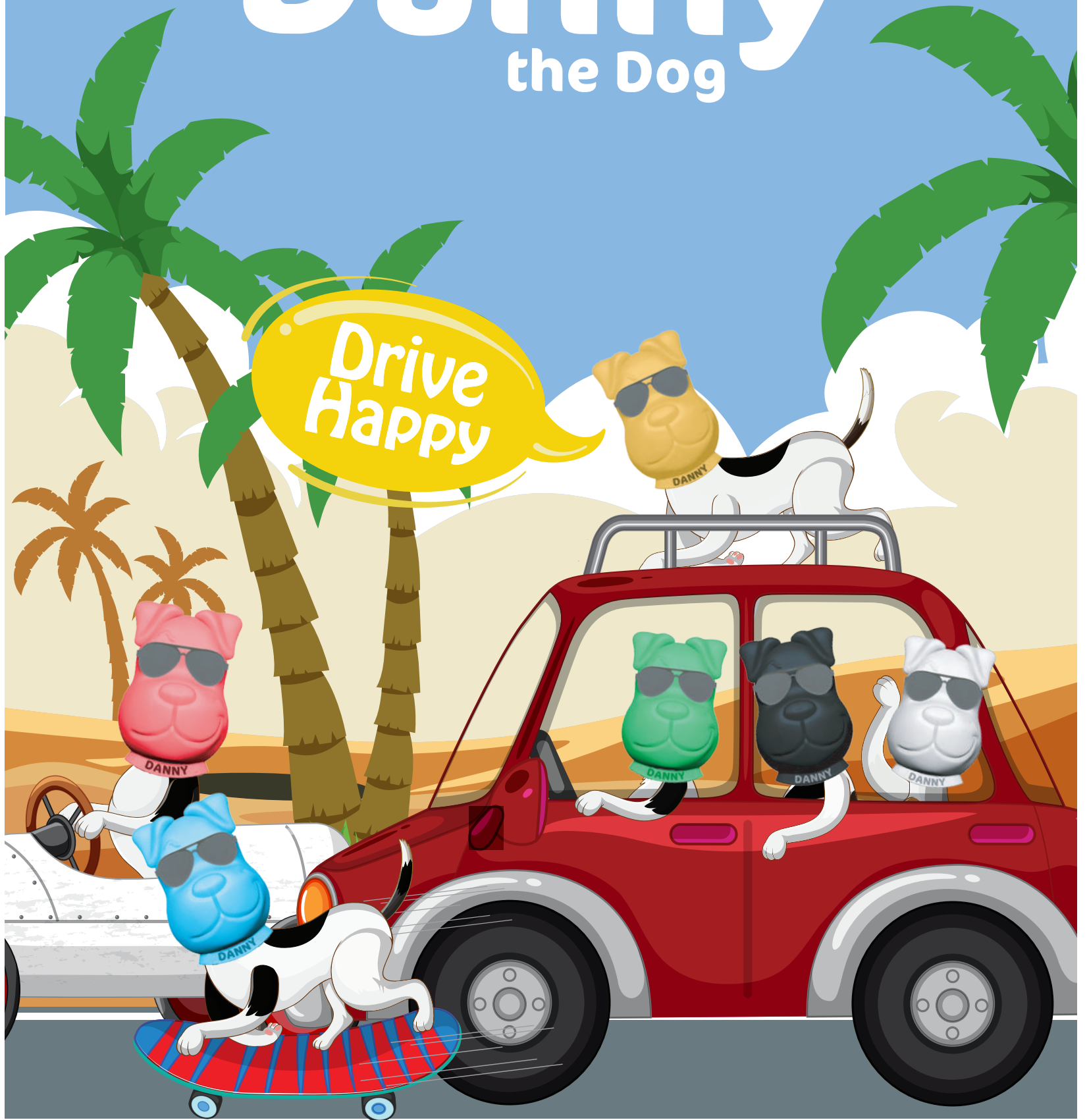


car freshener

# Danny™

the Dog



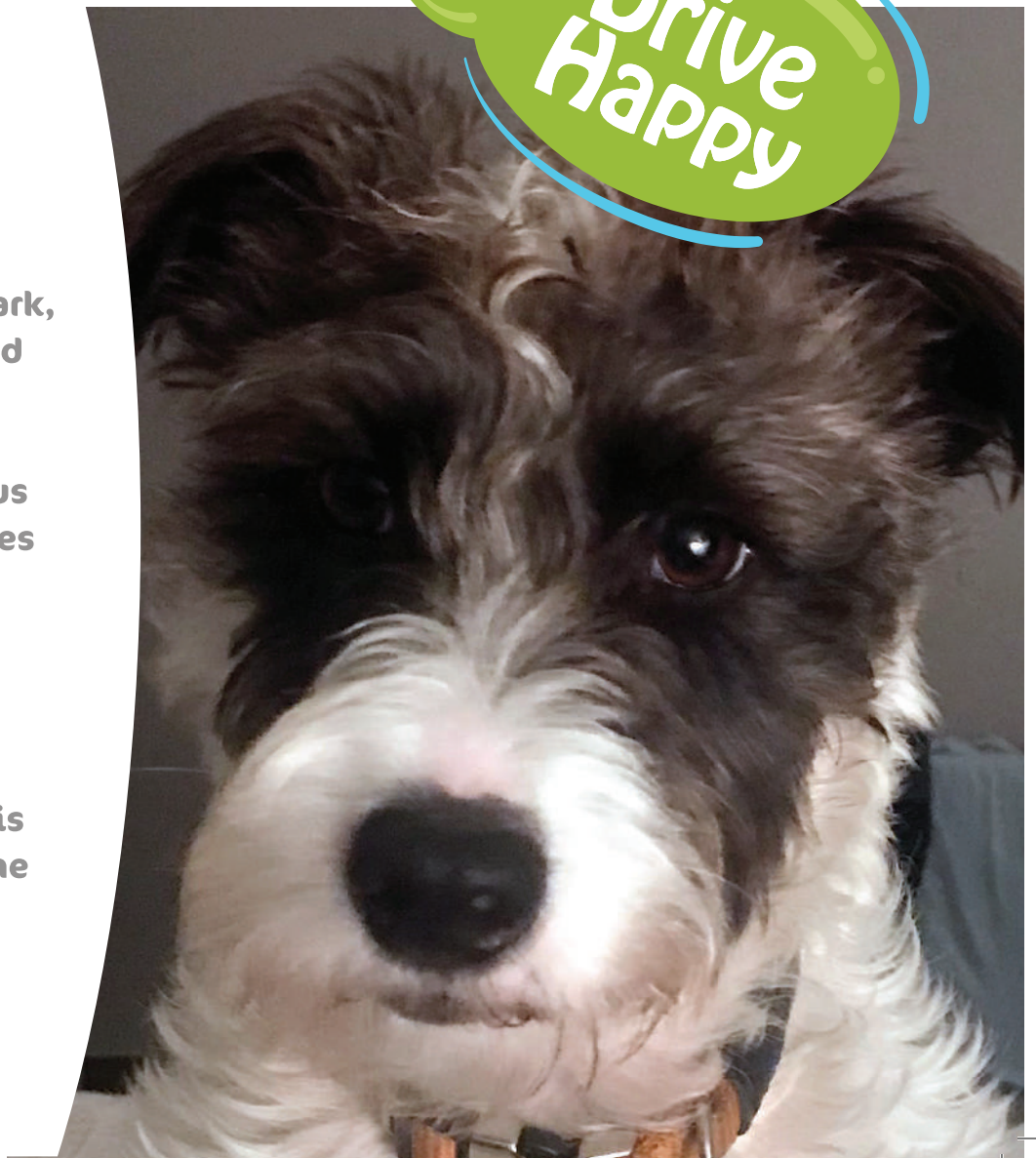


**Danny the Dog** is a project of passion inspired by our beloved 'Danny', this fragrance company's favourite little furry colleague who comes into work everyday with Mark, the companies co owner and Creative Director.

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!

**Drive  
Happy**



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

6 initial fragrances researched with the fragrance house to be the most commercial based on previous sales into the mass market.

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



		UNIT BARCODE	INNER BOX BARCODE	MASTER CARTON BARCODE
DDS80001	DANNY THE DOG AIR VENT CAR FRAGRANCE BLACK COMET	5391533716458	5391533716755	05391533716519
DDS80002	DANNY THE DOG AIR VENT CAR FRAGRANCE OCEAN SURF	5391533716502	5391533716762	05391533716564
DDS80003	DANNY THE DOG AIR VENT CAR FRAGRANCE MINT MOJO	5391533716465	5391533716779	05391533716526
DDS80004	DANNY THE DOG AIR VENT CAR FRAGRANCE VANILLA VOOM VOOM	5391533716472	5391533716786	05391533716533
DDS80005	DANNY THE DOG AIR VENT CAR FRAGRANCE BERRY BLAST	5391533716496	5391533716793	05391533716557
DDS80006	DANNY THE DOG AIR VENT CAR FRAGRANCE NEW CAR SMELL	5391533716489	5391533716809	05391533716540

## Displays

Counter & Floor

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

**Counter Display Unit**  
(Fits 18 Units)

Code: DTD-CDU18

**Floor Display Unit**  
(Fits 256 Units)

Code: DTD-FSDU256



## 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

### Head Office USA

Danny the Dog USA  
PO Box 1955  
Saint Petersburg, FL. 33731

### Head office EUROPE

Oberg associates Ltd  
A98 VX34,  
Ireland

### Email

orders@maxbenjamin.ie

### Phone

**USA customer service**

+1 239 – 366 - 4944

**Europe customer service**

+353 1 2863647