

Freshorize

Cleanse

Freshen

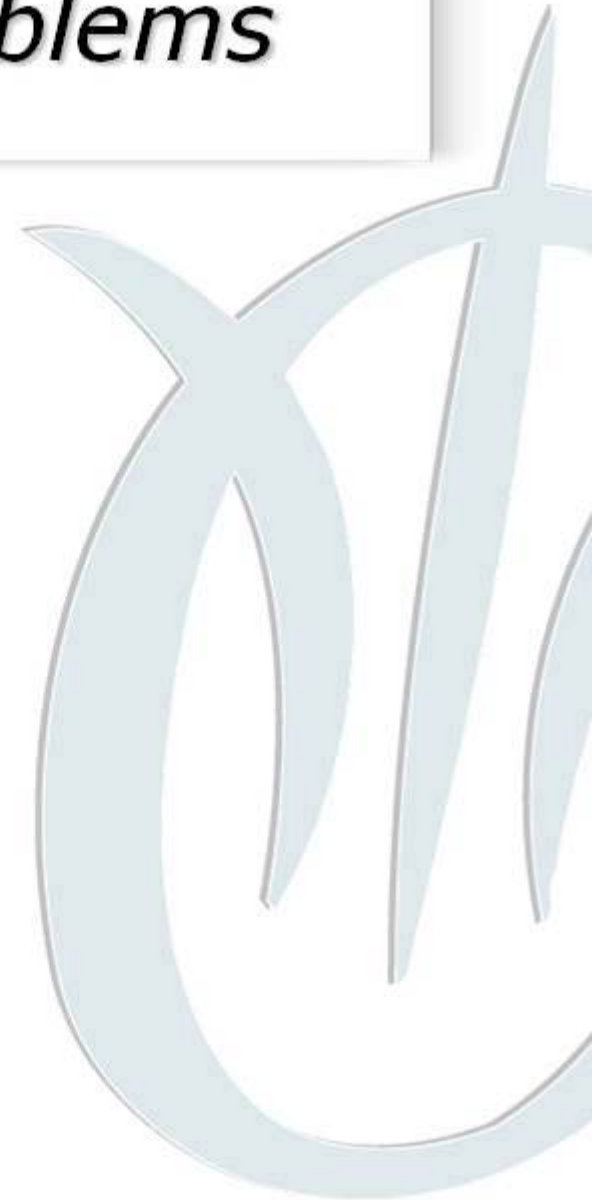
Moisturise

The problems

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- Aircraft lavatories are often plagued by foul odours
- The discomfort of Passengers seated nearest to the lavatories due to these odours
- In-flight crew members frequently deal with passenger complaints
- Current products utilized in the lavatories do not provide effective deodorizing results
- Odours remain trapped due to limited air circulation and air exchange within the aircraft



The Freshorize solution

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- *Freshorize* brilliantly combines two products into one unique patented dispenser:
 - Liquid or Foaming hand wash
 - Air Fragrance pad
- The bottle's vented casing allows the pad's odour neutralizing air freshener to flow into the cubical and continually freshen the air
- *Freshorize* use a moisturizing & anti bacterial soap



Freshorize products

Freshorize

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The *Freshorize* range of Airline soap products include:

- Liquid hand soap with Air freshener 270ml
- Foaming soap with Air freshener 250ml
- Foaming soap with Air freshener 280ml
- Liquid hand soap 300ml
- Foaming soap 280ml
- Liquid hand soap 207ml
- Liquid hand soap with Air freshener 235ml – without screw thread base
- Liquid hand soap with Air freshener 270ml – without screw thread base
- Freshorize Hand sanitisers



Freshorize products



Liquid hand soap & Air freshener

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- Moisturising & Anti bacterial Liquid hand soap
- Air Freshener band
- Volume: 270ml
- Weight: 350g
- Air freshener designed to last 7-10 days
- Part Number FR LSWAF



Liquid hand soap

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- Moisturising & Anti bacterial Liquid hand soap
- Volume: 300ml
- Weight: 350g
- Part Number: FR LSNO



Foaming soap & Air freshener

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- Moisturising & Anti bacterial foaming soap
- Air Freshener band
- Volume: 250ml
- Weight: 350g
- Air freshener designed to last 7-10 days
- Part Number: FR FSWAF



Foaming soap & Air freshener

Freshorize

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- Moisturising & Anti bacterial foaming soap
- Air Freshener band
- Volume: 280ml
- Weight: 400g
- Air freshener designed to last 7-10 days
- Part Number: FR SMST WAF



Foaming soap

Freshorize

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- Moisturising & Anti bacterial foaming soap
- Volume: 280ml
- Weight: 350g
- Part Number: FR FSNO



207ml liquid handsoap

Freshorize

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- Moisturising & Anti bacterial liquid hand soap
- Volume: 207ml
- Part Number: FR LSNO 207



235ml liquid handsoap with air freshener

Freshorize

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- Moisturising & Anti bacterial liquid hand soap
- Volume: 235ml
- Weight: 300g
- This bottle is a free standing unit without a screw thread base

Part Number: 1ST AWA TA033



270ml liquid handsoap with air freshener

Freshorize

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- Moisturising & Anti bacterial liquid hand soap
- Volume: 270ml
- Weight: 350g
- This bottle is a free standing unit without a screw thread base

Part Number: EY AWA SH033



Customise Freshorize

The label and
Deodorant band
can be customised to
include your corporate branding.



Sanitisers

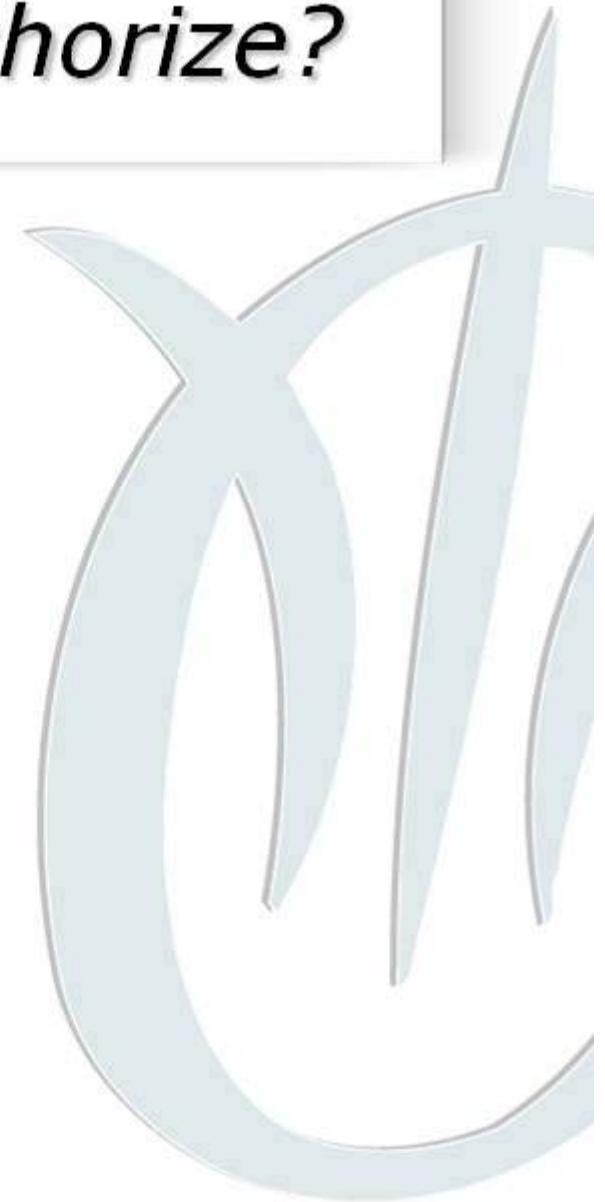


Why choose Freshorize?

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- In-flight crew no longer have to worry about maintaining the freshness of the lavatory
- Freshorize offer the only combined soap and air freshener product due to their patented design
- This combined product will reduce costs. Buy one product rather than two.
- The *Freshorize* bottle can be customised to suit the customer specifications to include the airline's corporate brand.
- Customers can choose their own unique scent as part of their corporate branding.
- Customer can choose the fragrance and feel of their soap



Freshorize assembly

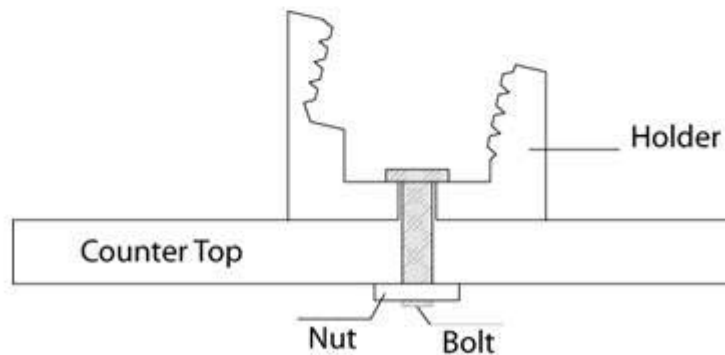
Freshorize

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Standard Fitting:

The Freshorize soap bottles screw into a base holder as illustrated here.

The screw thread base holder is easily secured to the counter top using a nut and bolt



Freshorize assembly

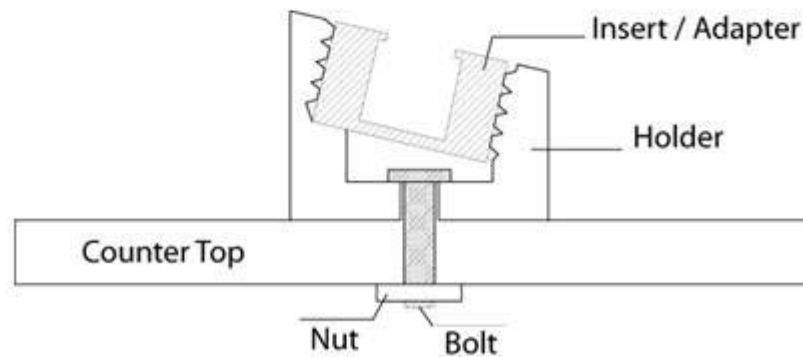
Freshorize

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Adapted Fitting:

The Freshorize soap bottles screw into an Adapter that is inserted into the base holder as illustrated here.

The screw thread base holder is easily secured to the counter top using a nut and bolt



Other products



Our customers

aviajet 

bmi

WORLD
AIRWAYS

EL AL 

BRITISH AIRWAYS 



 **Thomson**
Airways

Alitalia

easyJet



OAI 

RYANAIR.COM
FLY CHEAPER




SriLankan
Airlines


eurostar

arkia

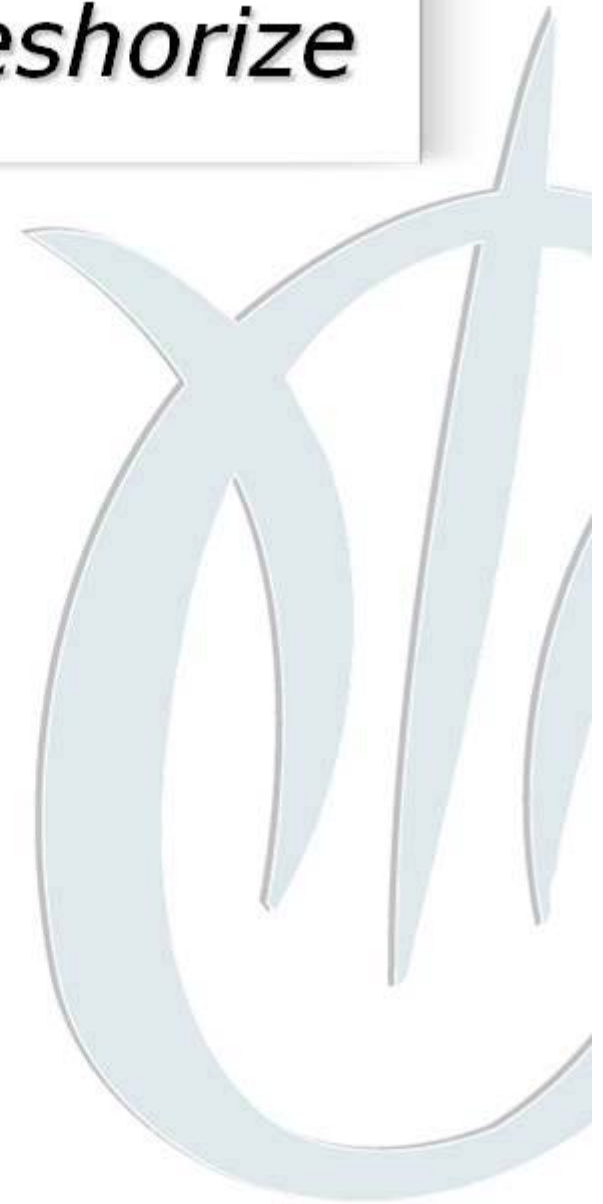

ScotAirways

History of Freshorize

Freshorize

Cleanse Freshen Moisturise

- Established since 2002
- Retail version of product launched in 2003, distributed via Tesco
- Developed airline product in 2004. First Choice was the first company to adopt product.
- Accolades:
 - HSBC Innovation award 2004
 - British Invention Show Innovation award 2004
 - ITCA Mercury award in March 2005 for best new innovation
 - Crystal Cabin award in 2008 – awarded for environmental credentials of product

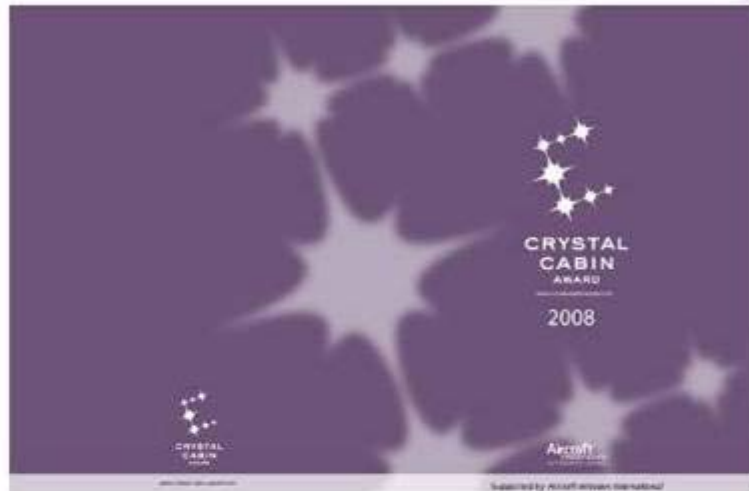


Awards

Judges' CRYSTALCABIN AWARD Commendation Prize

Runner up: freshorize Handwash Dispenser

This new dispenser is an improved version of Freshorize's '2-in-1' handwash/air-freshener. While the airline industry is working hard to reduce its carbon emissions, Freshorize has provided a positive contribution to the sector by creating a dispenser that minimises plastic usage while incorporating a whole host of beneficial features in a single unique dispenser. The new product has eliminated the injection moulding step of production, the largest contributor to the carbon footprint of the product. With the help of experts at the design lab of the University of East London, where Freshorize is based, a novel solution was developed to avoid injection moulding completely. The net result is a 26% reduction in the plastic used to make its standard 300ml dispenser, and the use of PETG – a tough, transparent material – for a better quality bottle. The handwash is antibacterial, and the air freshener keeps the aircraft lavatory smelling fresher for longer.



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WHAT'S HOT!

AT IFSA NEW PRODUCTS



Freshorize launches new environmentally friendly handwash dispenser

Freshorize Ltd, original inventors of the award winning combined handwash and air freshener dispenser for aircraft lavatories has launched a new version of their best selling 2 in 1 handwash/air freshener. Freshorize has improved the style, aesthetics and efficiency of their classic 2 in 1 yet at the same time have demonstrated their commitment to eco-friendly production.

While the airline industry is working hard to reduce carbon emissions, Freshorize created a dispenser that minimizes plastic usage while incorporating a host of beneficial features in a single unique dispenser.

The new product has eliminated the injection molding step of the production stages, the largest contributor to the carbon footprint. With the help of experts at the Design Lab of The University of East London where Freshorize is based, a novel solution was developed to avoid injection molding completely. The net result is a 26 per cent reduction in plastic used to make up their standard 300ml dispenser and the use of PETG material for a better quality bottle.

The new product has been well received, and has already been placed onboard aircraft of several airlines. The handwash is anti-bacterial and the air freshener keeps the aircraft lavatory smelling pleasant.

Freshorize Ltd offers handwash air freshener

Racket Group brings back the Oshobon hot towel

BY HEBAM NOOR

Oshobon hot towels: the "new" comfort item.

Just a few short years after the collision-free travel service based on extinction in North America, this staple in-flight passenger comfort is making a strong comeback. In the last year, Racket Group of Kansas City has seen their hot towel sales soar as airlines have started to once again meet the demands of their first and business class passengers.

"Hot towels are one of the most soothing, comforting items an airline can give their passengers," said Dick Hoagland, Racket Group's new president & CEO. "Our passengers expect this service from the world's leading carriers."

Racket Group carries 6, 12, and 18 pack hot towels in stock, available for immediate shipment. The towels are 100 percent cotton, disposable, Terry cloth, with a light lemon scent, and can be distributed hot or cold.

IFSA TRADESHOW BRONZE SPONSOR

The Hoffman Group offers new snack flavors



Stacy's Pita Chips 1 oz. bags offer two new flavors

Stacy's Consumers Sugar-free chips come in 1 ounce bags and are seasoned with mild sugar cane. They work well with coffee in the morning, or as a snack in the afternoon and evening.

Stacy's Parmesan, Garlic & Herb 1-ounce bag is a tasty savory snack seasoned with real Parmesan, garlic, and parsley. It is suitable as a snack or accompanied with sandwiches, soups, and salads. The Hoffman Group in Seattle distributes both products.



Cadbury Luxury Selection Range

Cadbury Scherpp International Travel Retail (CSTR) now offers two new additions to the premium Cadbury Luxury Selection Range.

The Cadbury Luxury Selection dark chocolate and milk chocolate multi-packs each contain four individually wrapped 100-gram bars.

The creamy Cadbury Luxury Selection milk chocolate multi-pack has two luxury milk chocolate bars and two cappuccino flavored milk chocolate bars with coffee chips. The Cadbury Luxury Selection dark chocolate multi-pack includes four individually wrapped luxury bars of fine dark chocolate with 72 percent cocoa solids. Each bar is sealed in a separate sleeve, maintaining freshness and flavor.



ITW Envopak ensures security

ITW Envopak has recently developed the Air and Ductal padlock seals designed to replace additional padlock and key systems. It provides substantial cost savings for high volume users and is already in use with 20 international carriers.

Padlocks, which companies design to be opened and closed many times, are inherently weak due to their inability to identify the version of the key used to open them. These models are designed to be made unique for effective deterrence of theft and tampering.

Every year, ITW Envopak Americas tracks more than one billion "openings." Each product is unique, with its own number and life history traceable to the time it was opened or consumed (and for almost every product). These models are logged and stored by businesses until the day they might be needed.

Manufacturing a wide range of security sealing products, it is the industry's only manufacturer that manufactures itself from the rest of the market.

BOOTH #2

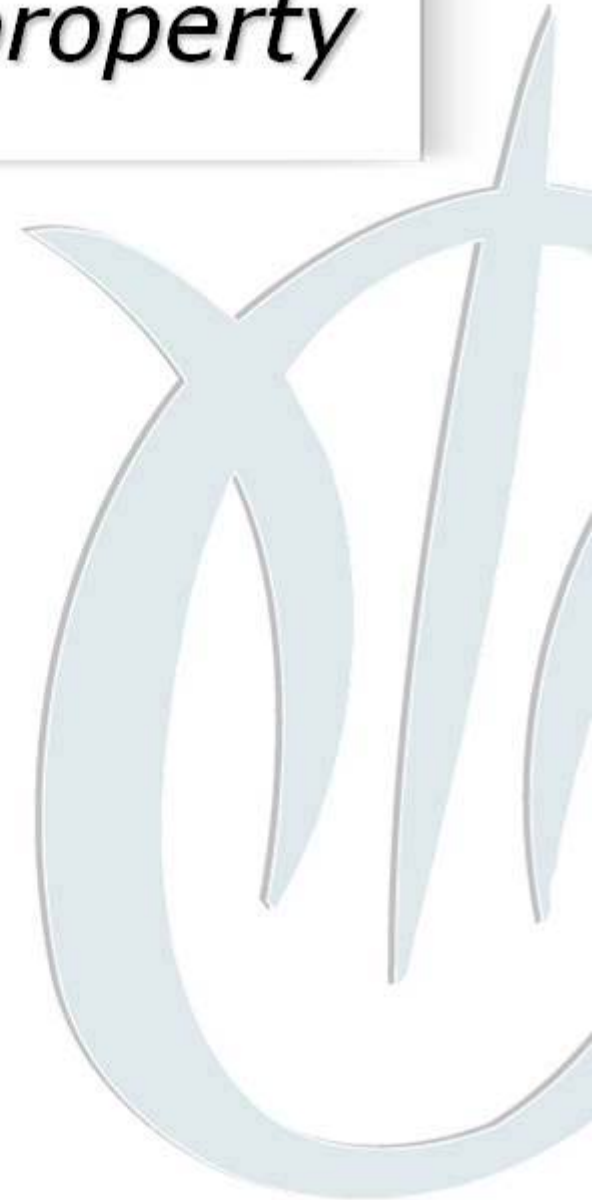


Intellectual property

Freshorize

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- Granted patent for combined soap and air freshener dispenser for aircraft restrooms.
- Patents pending on new types of dispensers
- Complete product design labs for new products
- Manufacturing to high European Standards
- Unique and innovative: No other product on the market does what *Freshorize* can do



Contact us

Freshorize

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Visit us at: www.freshorize.com

European HQ:
Freshorize Ltd
Knowledge Dock Business Centre
University of East London
University Way, London
England, E16 2RD
Tel: +44 7960 821 632
Fax: +44 208 223 7502
Email: Info@freshorize.com

