

Join us @ smellwell.com



smellTM
well

MISSION

We want to encourage every active person in the world to **care for favourite wear and gear, so it stays fresh and lasts longer.** We do that by creating planet-friendly solutions that protect footwear, activity gear and wear against humidity, bacteria and unwanted odors. We are committed to creating positive impacts on our planet and believe that taking better care of our stuff and not having to buy new all the time makes a vital difference to the environment. This is what drives us, and we invite consumers, brands and organizations on a circular collaboration that creates positive impacts on our planet.



FRESHENER INSERTS
FOR SHOES AND GEAR



FRESHENER BAG
FOR SHOES AND GEAR



INSTORE DISPLAY
SOLUTIONS

OUR PRODUCTS



FRESHENER INSERTS
ACTIVE

FRESHENER INSERTS ACTIVE ASSORTMENT



PRODUCT

- **3 IN 1 SOLUTION:** ABSORBS MOISTURE, REMOVES ODOR & LEAVES FRESH SCENT
- **MULTIPLE DESIGNS:** SAME FRESH SCENT
- **MICROFIBER OUTER COVER:** MADE OF RECYCLED PET BOTTLES
- **DEVELOPED & DESIGNED:** SWEDEN
- **COO:** CHINA

AREAS OF USE

- SMALL, PRACTICAL AND **VERY EFFECTIVE**
- **FOR ALL TYPES OF SHOES,** BAGS, SMALLER GEAR & SPACES
- INSERTS ARE MALLEABLE AND FIT EVERYWHERE PROVIDING **UNLIMITED USE** AREAS

FRESHENER INSERTS ACTIVE XL ASSORTMENT



PRODUCT

- **3 IN 1 SOLUTION:** ABSORBS MOISTURE, REMOVES ODOR & LEAVES FRESH SCENT
- **3X MORE EFFECTIVE VS ACTIVE**
- **MULTIPLE DESIGNS:** SAME FRESH SCENT
- **MICROFIBER OUTER COVER:** MADE OF RECYCLED PET BOTTLES
- **DEVELOPED & DESIGNED:** SWEDEN
- **COO:** CHINA

AREAS OF USE

- **DESIGNED FOR TOUGHER CHALLENGES:** BIGGER GEAR, BAGS, FOOTWEAR & SPACES
- INSERTS ARE MALLEABLE AND FIT EVERYWHERE PROVIDING **UNLIMITED USE AREAS**



MAXI

FRESHENER INSERT

FOR GEAR

AND SPACES

FRESHENER INSERT MAXI ASSORTMENT



PRODUCT

- **3 IN 1 SOLUTION:** ABSORBS MOISTURE, REMOVES ODOR & LEAVES FRESH SCENT
- **3X MORE EFFECTIVE** VS ACTIVE
- **MULTIPLE DESIGNS:** SAME FRESH SCENT
- **MICROFIBER OUTER COVER:** MADE OF RECYCLED PET BOTTLES
- **DEVELOPED & DESIGNED:** SWEDEN
- **COO:** CHINA

AREAS OF USE

- SIMPLY PLACE IN YOUR BAG, GEAR, CLOSET, OR OTHER **SPACES IN NEED OF FRESHENING**. COVERS UP TO 10M²/100FT²
- INSERTS ARE MALLEABLE AND FIT EVERYWHERE PROVIDING **UNLIMITED USE AREAS**



FRESHENER INSERTS
SENSITIVE

SMELLWELL SENSITIVE ASSORTMENT



PRODUCT

- EFFECTIVELY ABSORBS MOISTURE & REMOVES ODOR
- UNSCENTED
- **3 DESIGNS, ORIGINAL & XL**
- **OUTER COVER:** RECYCLED LINNEN MIX
- **DEVELOPED & DESIGNED:** SWEDEN
- **COO:** CHINA

INSTORE DISPLAY SOLUTIONS



Floor display (96 SKUs)



freshener
bag FOR SHOES
AND GEAR

WHAT'S freshener bag?

freshener bag IS THE FIRST FUNCTIONAL ACTIVITY BAG FOR PEOPLE ON THE MOVE. IT ABSORBS MOISTURE, REMOVES ODOR & PROTECTS YOUR GEAR. KEEP STUFF FRESH & CRISP ON-THE-MOVE & WHILE STORING.

KEEP IT FRESH MAKE IT LAST

TAKE CARE OF YOUR GEAR AND IT WILL STAY FRESH FOR LONGER SO YOU DON'T HAVE TO BUY NEW ALL THE TIME. EXCEPT WHEN YOU REALLY WANT TO. **freshener bag** IS 100% CLIMATE NEUTRAL & POWERED BY ACTIVATED MOSO BAMBOO CHARCOAL.



MESH LAYER

Breathable & flexible inner-mesh layer allowing moisture and odor to be absorbed from contents.

SMELLWELL™ MEMBRANE

freshener bag is developed in Sweden and contains an inner membrane that physically absorbs moisture & odor. Infused with a mild scent, boosting the fresh feeling

DURABLE RIPSTOP OUTER COVER

High-grade water-repellant outer cover, resistant to tearing and ripping

MOSO BAMBOO & MINERALS

Activated Moso bamboo charcoal and minerals attract odor and excess moisture for up to two years. Recharge in the sun a couple of times per year

THE INSIDE MATTERS -3 LAYER PROTECTION



Fits bigger gear, workout wear
& even a helmet

2 SIZES
FOR ALL ACTIVE LIFE
NEEDS



Fits a pair of shoes &
workout apparel



BLACK



CAMO



ORANGE



BLUE



PINK



FLORAL





BLACK



CAMO



ORANGE



BLUE



PINK



FLORAL





PRODUCT

- THE FIRST FUNCTIONAL ACTIVITY BAG FOR CARRYING, STORING & PROTECTING GEAR.
- ABSORBS MOISTURE, NEUTRALIZES ODOR, KEEPS CONTENT FRESH WHILE INFUSING A CLEAN SCENT.
- SmellWell™ INNER-MEMBRANE, OUTER COVER OF HIGH-GRADE WATER-REPELLANT RIPSTOP.
- CONTAINS PROPRIETARY BLEND OF ACTIVATED MOSO BAMBOO CHARCOAL & MINERALS
- SIZE (33*42,5 CM), HOLDS 12L. EXAMPLE OF WHAT FITS: SHOES, SHORTS & SHIRT.
- RECHARGES IN THE SUN A COUPLE OF TIMES PER YEAR.

6 DESIGNS: SOLID & PATTERNS. SCENTED & UNSCENTED VERSIONS

- 100% CLIMATE NEUTRAL PRODUCT.
- DEVELOPED, DESIGNED & TESTED IN SWEDEN
- COO: CHINA





PRODUCT

- THE FIRST FUNCTIONAL ACTIVITY BAG FOR CARRYING, STORING & PROTECTING GEAR.
- ABSORBS MOISTURE, NEUTRALIZES ODOR, KEEPS CONTENT FRESH WHILE INFUSING A CLEAN SCENT.
- SmellWell™ INNER-MEMBRANE, OUTER COVER OF HIGH-GRADE RIPSTOP.
- CONTAINS PROPRIETARY BLEND OF ACTIVATED MOSO BAMBOO CHARCOAL & MINERALS.
- SIZE: (39*50 CM WITH STRINGS), HOLDS 20L. EXAMPLE OF WHAT FITS: SHOES, GYM GEAR AND TOWEL.
- RECHARGE IN THE SUN A COUPLE OF TIMES PER YEAR.

6 DESIGNS: SCENTED & UNSCENTED VERSIONS

- 100% CLIMATE NEUTRAL
- DEVELOPED & DESIGNED IN SWEDEN
- COO: CHINA

