



SARONG[®]
MACHINERY DIVISION

PRODUCT PROFILE

Name: Deo-Smile
Product: Air-fresheners
Customer: Johnson Wax

DeoSmile

MARKETING CONCEPT

Johnson Wax have launched many years ago this innovative way of presenting an air-freshener (mainly used for cars), where the consumer will have to peel off the aluminium layer on one side in order to allow the perfume to gradually permeate through a special layer of material. They change the shape and printing from time to time in order to periodically renew this well consolidated product on the market. It is now available in 4 different shapes: a face, a fish, a whale and a star.

TECHNICAL DATAS

FILLED VOLUME	3,5 ML
PACKAGING MATERIAL	PLASTIC BARRIER MATERIAL + SPECIALLY DESIGNED PELABLE MATERIAL
FILLING TEMPERATURE	COLD
MACHINE USED	SARONG SD-9
FINAL PACK	IN A CARDBOARD, EACH CONTAINING 1 PERFUME AND ONE RING TO HANG IT
SHELF LIFE	3 MONTHS



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