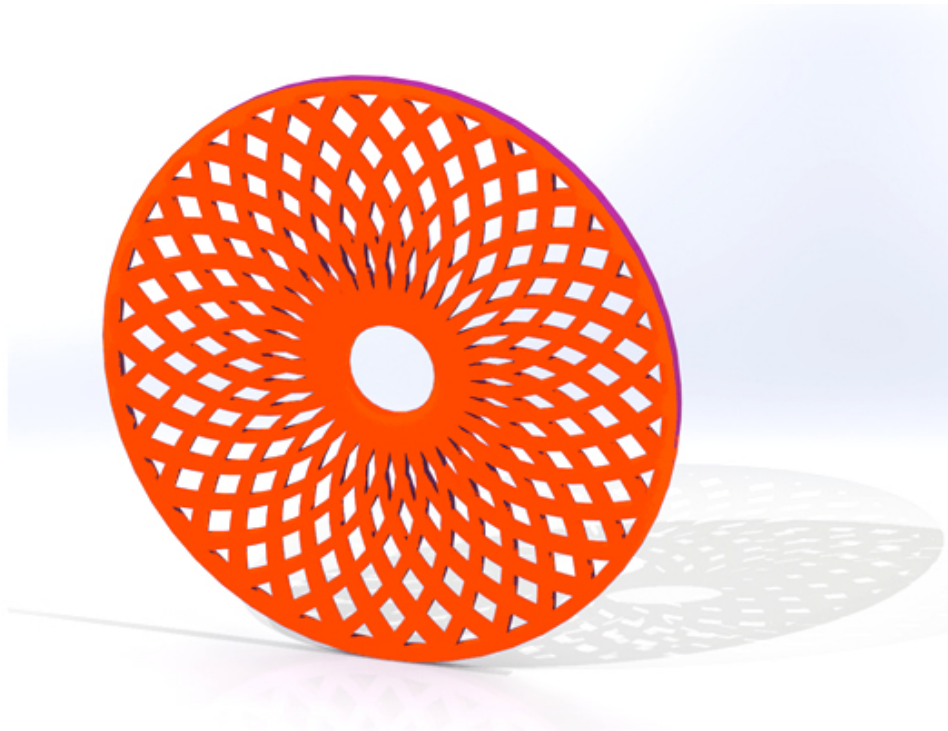


Air Fresheners

The Smell of Money



The air freshener business is a highly lucrative market that rakes in hundreds of millions of dollars per year for specialty shops and retailers. Exotic scents in the form of candles, sprays, and plug-in gels line store shelves for customers to buy and rid their homes of unwanted odors, but the only alternative for the unpleasant smells of the family car are spray-mist pumps or the trusty freshener dangling from the rear-view mirror.

At Green Dot, we know how to incorporate scents and fragrances into the matrix of eco-friendly biopolymers. We can blend liquids, powders, or fibers, into the matrix to make a plastic with a very long-lasting scent. The fragrance could be anything from essential oils, to spices, to fibrous herbs.

One concept would be to produce a scented compound to be formed into a stylish shape for use in the car interior – perhaps a key chain, floor mat, dashboard doo-hickey, or spinning air vent pinwheel. Many different fabrication techniques could be used, including molding,

extrusion, die-cutting, or origami folding.

Perhaps, this air freshener product could be sold at auto parts stores, given away as promotional items, offered as branded item by specialty retailers, or as an added feature on other auto accessories.



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