

Freshorize

Cleanse

Freshen

Moisturise

Problemele

Freshorize

Cleanse Freshen Moisturise

- Toaletele aeronavelor sint deseori contaminate de mirosuri neplacute
- Acestea creaza disconfort pasagerilor al caror locuri sint situate in vecinatatea lor
- Personalul de cabina se confrunta frecvent cu plingeri din partea acestor pasageri
- Produsele actuale utilizate in toalete nu confera rezultate multumitoare in ceea ce priveste dezodorizarea
- Mirosurile neplacute ramin, datorita si fluxului de aer conditionat din aeronave



Solutia Freshorize

Freshorize

Cleanse Freshen Moisturise

- *Freshorize* combina eficient doua produse intr-un dispensor unic patentat:
 - Un sapun lichid sau spuma
 - Un parfum ambiantal
- Recipientul prezinta ventilatii care permit deodorizantului ambiantal sa reimprospateze continuu aerul din toaleta si sa neutralizeze mirosurile neplacute.
- *Freshorize* utilizeaza un sapun crema antibacterial care catifeleaza pielea.



Produsele Freshorize

Freshorize

Cleanse Freshen Moisturise

Gama *Freshorize* pentru aviatie include:

- Sapun lichid cu deodorant ambiental 270ml
- Sapun spuma cu deodorant ambiental 250ml
- Sapun spuma cu deodorant ambiental 280ml
- Sapun lichid 300ml
- Sapun spuma 300ml
- Sapun lichid 207ml
- Sapun lichid cu deodorant ambiental 235ml – fara dispozitiv prindere in baza
- Sapun lichid cu deodorant ambiental 270ml – fara dispozitiv prindere in baza
- Produse sanitare pentru intretinerea mainilor



Produsele Freshorize



Sapun lichid & Deodorant ambiental

Freshorize

Cleanse Freshen Moisturise

- Sapun antibacterian lichid
- Deodorant ambiental
- Volum: 270ml
- Greutate: 350g
- Deodorantul ambiental produs astfel incit sa dureze 7-10 zile
- Part Number FR LSWAF



Sapun lichid

Freshorize

Cleanse Freshen Moisturise

- Sapun antibacterial lichid
- Volum: 300ml
- Greutate: 350g
- Part Number: FR LSNO



Sapun spuma & Deodorant ambiental

Freshorize

Cleanse Freshen Moisturise

- Sapun antibacterial spuma
- Deodorant ambiental
- Volum: 250ml
- Greutate: 350g
- Deodorantul ambiental produs astfel incit sa dureze 7-10 zile
- Part Number: FR FSWAF



Sapun spuma & Deodorant ambiental

Freshorize

Cleanse Freshen Moisturise

- Sapun antibacterial spuma
- Deodorant ambiental
- Volum: 280ml
- Greutate: 400g
- Deodorantul ambiental produs astfel incit sa dureze 7-10 zile
- Part Number: FR SMST WAF



Sapun spuma

Freshorize

Cleanse Freshen Moisturise

- Sapun antibacterial spuma
- Volum: 280ml
- Greutate: 30g
- Part Number: FR FSNO



Sapun lichid 207ml

Freshorize

Cleanse Freshen Moisturise

- Sapun antibacterial lichid
- Volum: 207ml
- Part Number: FR LSNO 207



Sapun lichid 235ml & deodorant ambiental

Freshorize

Cleanse Freshen Moisturise

- Sapun antibacterial lichid cu deodorant ambiental
- Volum: 235ml
- Greutate: 300g
- Acest recipient este de sine statator, fara a avea nevoie de suport de prindere

Part Number: 1ST AWA TA033



270ml liquid handsoap with air freshener

Freshorize

Cleanse Freshen Moisturise

- Sapun lichid cu deodorant ambiental
- Volum: 270ml
- Greutate: 350g
- Acest recipient este de sine statator, fara a avea nevoie de suport de prindere

Part Number: EY AWA SH033



Produse personalizate Freshorize

Eticheta si
banda deodorizanta
pot fi personalizate cu sigla
si/sau logo-ul companiei dumneavoastra



Produse sanitare

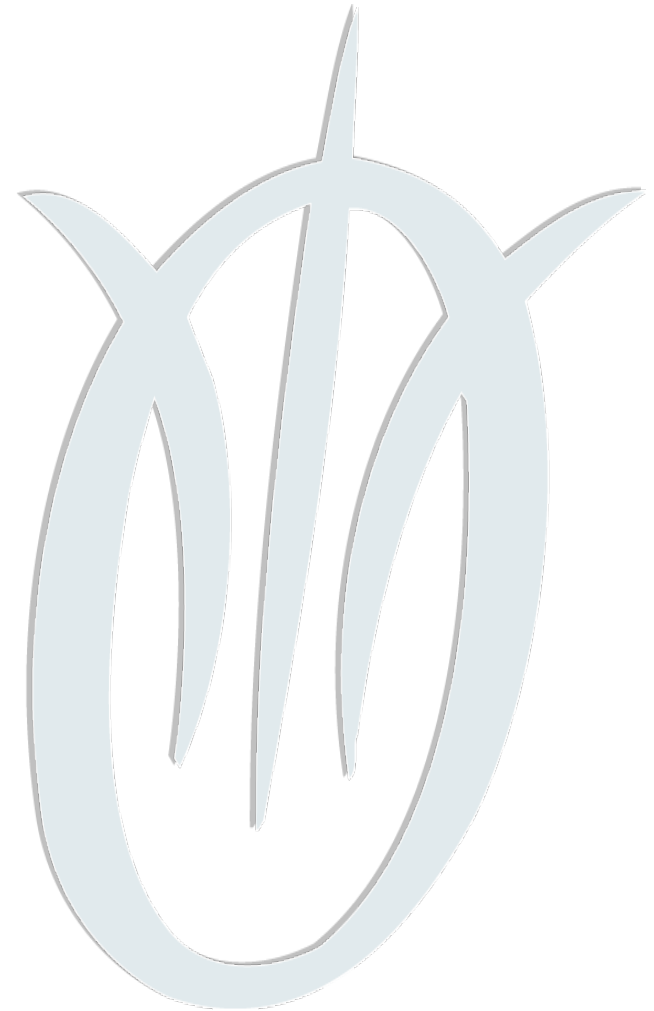


De ce sa alegem Freshorize?

Freshorize

Cleanse Freshen Moisturise

- Echipajul de cabina n-o sa se mai ingrijeze in privinta pastrarii aerului curat din toaleta
- Freshorize este produsul original care combina un sapun fin cu un deodorizant ambiental intr-unul singur
- Acest produs reduce costurile companiei dumneavoastra. Cumparati doar un produs in loc de doua.
- Recipientul *Freshorize* poate fi personalizat dupa specificatiile clientului in asa fel incit sa includa logo-ul dumneavoastra.
- Clientul poate sa aleaga o aroma unica ca parte a imaginii sale.
- Clientul poate alege parfumul sapunului ce urmeaza a fi folosit.



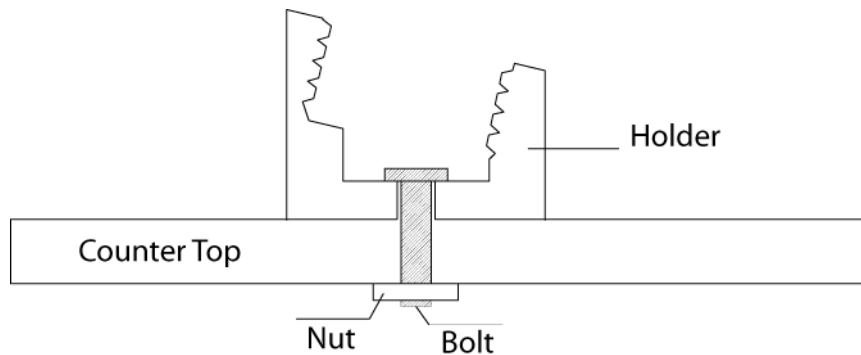
Freshorize – instrucțiuni montaj

Freshorize

Cleanse Freshen Moisturise

Montaj standard:
Recipientul Freshorize se
insurubeaza in suportul de baza ca in
figura de mai jos..

Suportul baza este usor securizat in
blatul de prindere cu ajutorul unui
bolt.



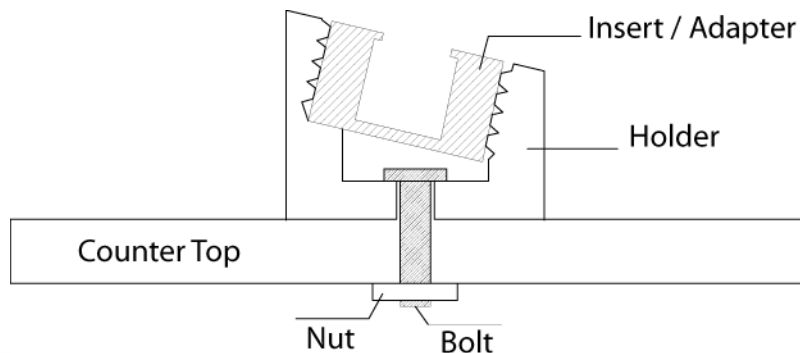
Freshorize – instrucțiuni montaj

Freshorize

Cleanse Freshen Moisturise

Montaj cu adaptor:
recipientele Freshorize se
insurubeaza in Adaptorul care este
inserat in suportul de baza, ca in
figura de mai jos.

Suportul baza este usor securizat in
blatul de prindere cu ajutorul unui
bolt.



Alte Produse



Istoria Freshorize

Freshorize

Cleanse Freshen Moisturise

- Companie fondată în 2002
- Varianta de retail a produsului lansată în 2003 în rețeaua Tesco
- Produsul destinat companiilor aeriene lansat în 2004. Compania First Choice (Thomson Airways) a fost prima linie aeriană care a adoptat produsul.
- Premii:
 - HSBC Innovation 2004
 - British Invention Show Innovation 2004
 - ITCA Mercury în Martie 2005 pentru cea mai bună inovație
 - Crystal Cabin în 2008 – awarded for environmental credentials of product

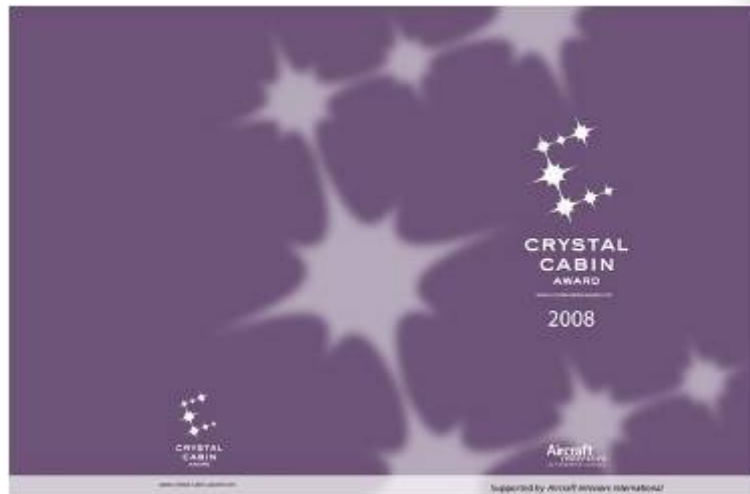


Premii

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.



Presa

PAX INTERNATIONAL

NEWS AND ANALYSIS FOR THE PASSENGER SERVICES EXECUTIVE | SEPTEMBER/OCTOBER 2007 | VOL. 11, NO. 5

U.S. Report Suppliers and caterers step forward

BONUS DISTRIBUTION
ITCA
meets in
Bangkok

IFSA
Conference
Schedule and
news inside **Issue**

WHAT'S HOT!

AT IFSA NEW PRODUCTS



Freshorize Ltd. offers handwash air freshener

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 percent 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.



Cadbury Luxury Selection Range

Cadbury Schweppes International Travel Retail (CSITR) 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 origins. 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.

Racket Group brings back the Oshobori hot towel

Oshobori hot towels: the "new" comfort item.

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

"Hot T Towels are one of the most soothing, comforting items an airline can give their passengers," said Dick Hoagland, Racket Group's new president & CEO. "Passengers expect this service from the world's leading carriers."

Racket Group carries 8, 12, and 16 pack hot towels in stock, available for immediate shipment. The towels are 100 percent cotton disposable, terrycloth with a light lemon scent, and can be distributed hot or cold.

BY HIBAH NOOR

IFSA TRADESHOW:
BRONZE SPONSOR

The Hoffman Group offers new snack flavors

Stacy's Pita Chips

1 oz. bags offer two new flavors
Stacy's Cinnamon Sugar pita chips come in 1 ounce bags and are sweetened with milled 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.



ITW Envopak ensures security

ITW Envopak has recently developed the Aria and Duosel padlock seals designed to replace traditional 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 if or how many times they have been secured. As the company, Each product, or more accurately, each opening has 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 at least seven years later). These records are logged and stored by businesses until the one day they might be needed.

Manufacturing a wide range of security sealing products, it is the indicative seals where ITW Envopak differentiates itself from the rest of the market.

BOOTH: 82

Aria and Duosel is a revolutionary patented sealing system with a re-usable padlock and indicative seal



Contact

Freshorize

Cleanse Freshen Moisturise

Vizitati-ne la: www.alexinflight.ro

SC ALEX INFLIGHT SRL

VAT no: RO24657300:

Bd IULIU MANIU nr 17

BL 21P, sc 2 ap 58

Sector 6, 061075

Bucuresti ROMANIA

Tel: +40 21 410.14.46

Fax: +40 21 410.14.46

Email: office@alexinflight.ro

