



Energy Distribution
Best brands for life

STRATEGY & OPPORTUNITIES



Energy Distribution NV



Energizer Holdings, Inc.



Developing the category



Our offer

YOUR FAST MOVING CONSUMER GOODS DISTRIBUTOR

ENERGY DISTRIBUTION NV



Market Knowledge

- Experienced sales team in 3 countries of the Benelux



Category Management

- 30 years of experience
- International brands translated at the national level



Marketing

- Together with our brands, we tailor their strategies to local needs



Data Management

- As a cornerstone of our efficiency, we gather all information, process it and share it with our customers



Supply Chain

- Our own warehouse of 3.600 m² (5.000 Pallets)
- Electronic data exchange
- Tailormade logistic services



OFFICIAL DISTRIBUTOR BENELUX ENERGIZER HOLDINGS, INC.



CATEGORY LEADER IN BATTERIES, FLASHLIGHTS & AUTO CARE

ENERGIZER HOLDINGS, INC.



\$2.8

Billion
turnover

~6,500



Employees in
30 countries

Commercialized in

140

markets
worldwide

Energizer

AXE

RAYOVAC



CALIFORNIA
scents

INNOVATION IN OUR DNA



Makers of the
World's longest
lasting battery⁽¹⁾

CATEGORY & CHANEL
EXPERTISE



DIY B2B FOOD
NON-FOOD

LEADER IN CATEGORIES

#1

Producer
Batteries
worldwide⁽²⁾

(Value share)

#1

Producer
Auto Care
USA⁽³⁾

(Value share)

#1

Producer
Flashlights
worldwide⁽⁴⁾

(Value share)

(1) Energizer Ultimate Lithium AA, not available in all markets (2) NIELSEN Global Track Value Share Latest Mat 17 (3) Source: NPD RTS+RTSx 52 Weeks Ending 8.31.19 (4) U.S. Nielsen 52-weeks ending 10/29/16. Canada Nielsen 52 Weeks ending 9/17/16. France/UK GfK 52 Weeks ending Jan 2016. Australia IRI 52 weeks ending October 2016

A STRONG PORTFOLIO OF HOUSEHOLD BRANDS

POWER AND LIGHTING

The logo for Energizer, featuring the brand name in a bold, italicized, black sans-serif font with a registered trademark symbol.The logo for Rayovac, featuring the brand name in a bold, black sans-serif font with a red lightning bolt symbol integrated into the letter 'O'.

AUTO CARE AND PERFORMANCE



AIR FRESHENERS

The logo for Axe, featuring the brand name in a bold, black, sans-serif font with a stylized 'X'.The logo for California Scents, featuring the brand name in a pink, sans-serif font with a small green leaf icon above the word 'scents'.

POWER

ENERGIZER BATTERIES: PARTNER OF CHOICE

DEVELOPER OF THE CATEGORY

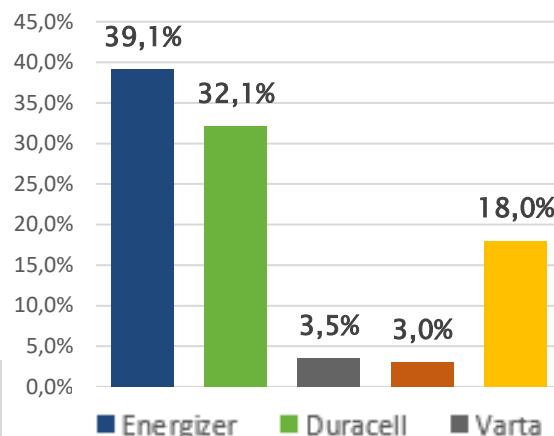
N° 1 BUTTON CELLS

N° 1 Producer of the world's longest lasting battery

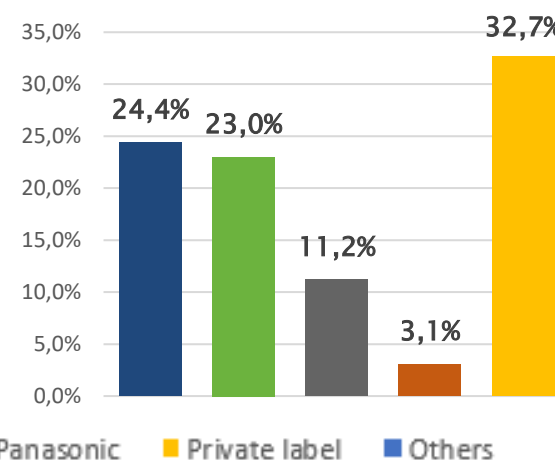
N° 1 Rechargeable batteries

96 % Great brand awareness
Energizer® Total Brand Awareness

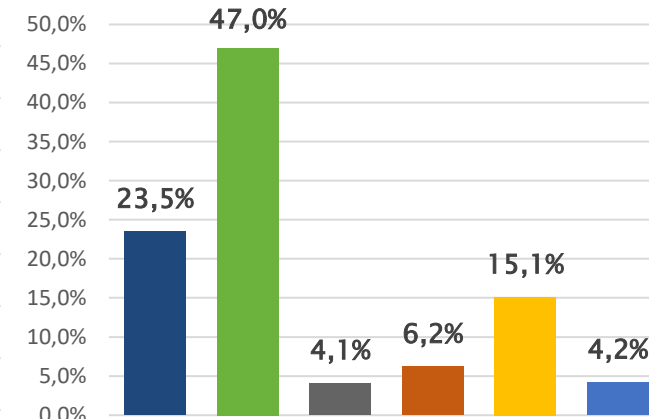
Worldwide*



Europe*

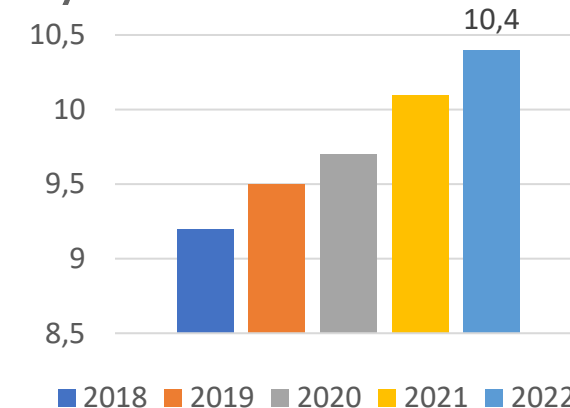


Belgium***



BATTERIES: A GROWING CATEGORY

Number of devices powered by batteries ** (billions)

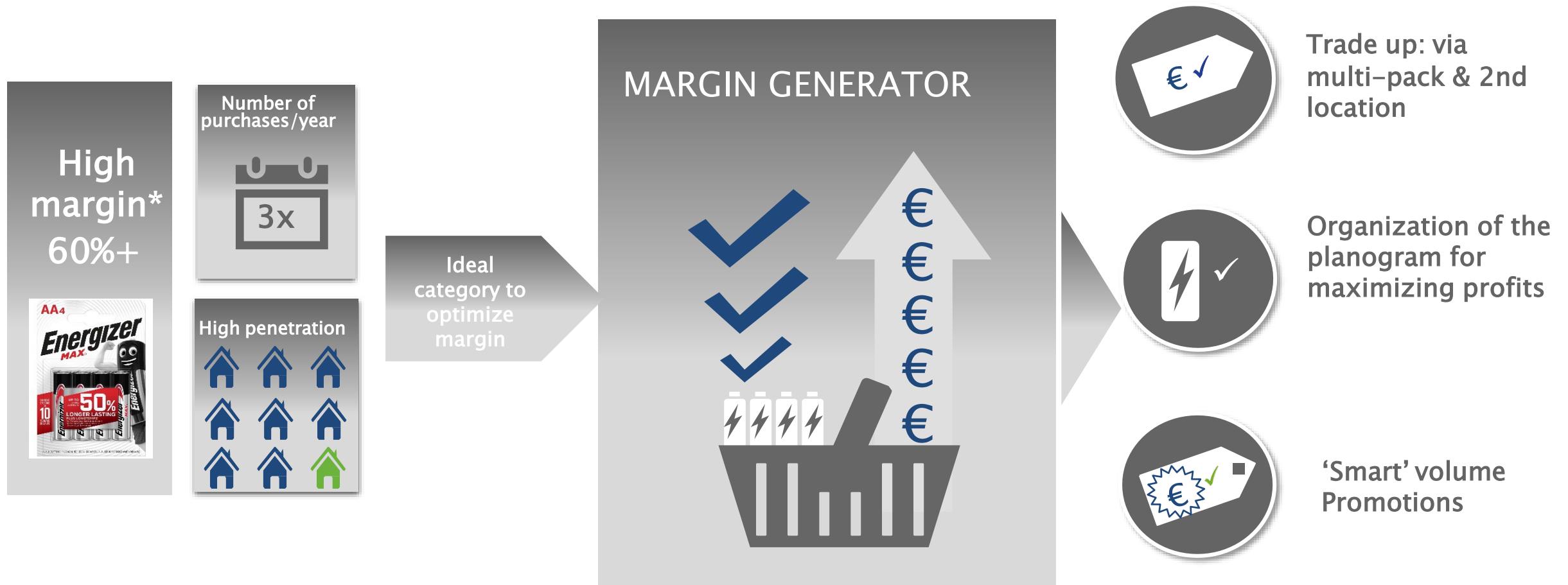


Bron: *Value share data from Nielsen Global Track, 52-weeks MAT ending Oct 2020. Includes all EHI branded batteries. November 2020 - FR, NZ, IT. October 2020 - US, CAN, BRA, AUS, DE, PL, ZA, KOR, CH, UK, BEL, GR, ES, UAE, KSA, KUW, MAL, SIN.. SEPT 2020 - ARG, MEX, DK, SWE, NOR, HK, HUN, TW, EGY, PHI. AUG 2020 - CHILE, COL, RUS

**Global Category Value based on Nielsen Global Track Complete 12 Months Ending Dec 2019; Global category volumes and forecast from Fractal Analytics Global Battery Forecast 2018

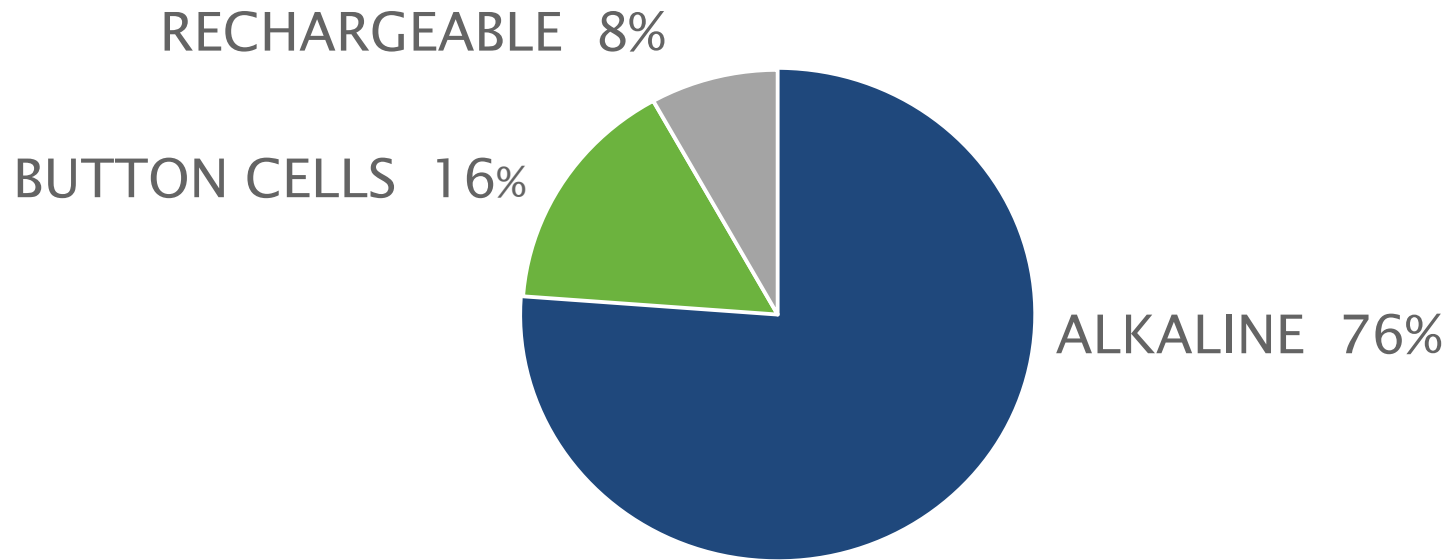
*** The Nielsen Company, retail panel, Belgium market, Latest data P10-2020

ENERGIZER BATTERIES: HIGH MARGINS & HIGH ROTATION

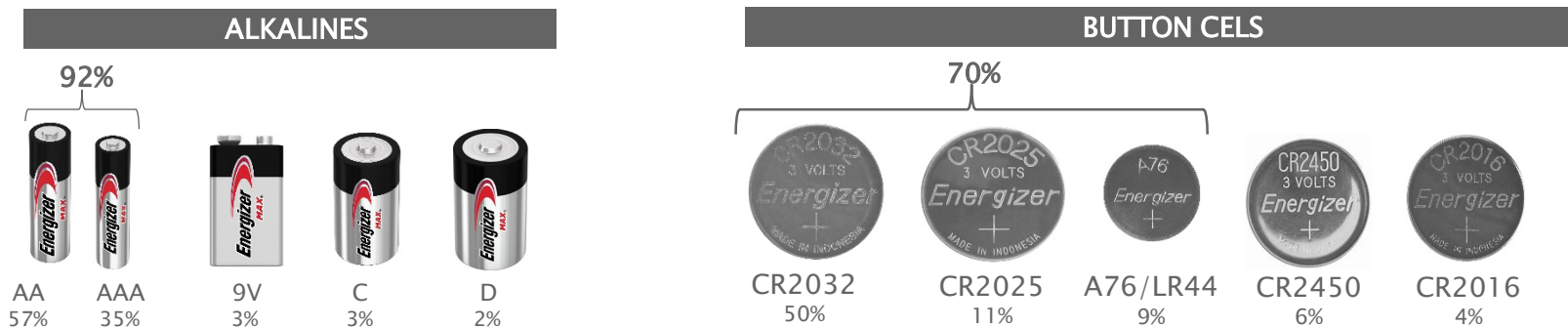


*varies per channel, internal assumption

5 REFERENCES = 80% OF THE CATEGORY TURNOVER



BATTERIES – € SHARE PER SEGMENT





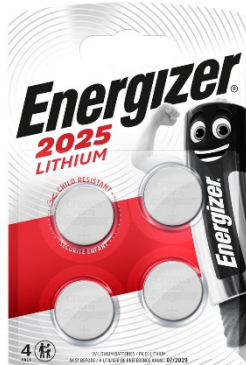
OUR OFFER

'THE ESSENTIALS'



Ref	MAXAABL4	MAXAABL4	CR2032/4	MAX9VBL1	4/A76LB	CR2450/2
³ RSP	6,95	6,95	9,95	6,95	4,95	7,95

TO STRENGTHEN THE CATEGORY



Ref	CR2025/4	MAXCBL2	MAXDBL2	2/E23A	CR2016/4	2/EL123AP
³ RSP	7,95	5,95	5,95	4,65	7,95	14,95

³ Recommended selling price per CU in Euro's all taxes included

SOLUTIONS FOR MULTI-SITING

Clips strips



52%

Off shoppers make their decision to buy batteries in- store

Counter displays



39%

Off shoppers say they prefer to find batteries at checkout ****

Multi-siting



34%

Off shoppers indicate that they want to see batteries visibly installed at difference places in the store****

Promo-displays



x2.6

Multi-siting = increased conversion rate **

Source: *Nielsen Homescan UK, % of baskets containing batteries 3 months ending december 2017, Customer A vs customer W. FR. Nielsen % FMCG Shoppers having purchased batteries within last 12 months- difference between best retailer conversion rate & average other similar store formats **2013 Walmart Shopper Motivation Study ***Value sales 6 weeks end Nov to end 1st week (FR+DE+BE) ****2016 Study (2) - Brand Potential Shopper Study - West Europe May 14 - 3000 interviews

'SMART' VOLUME PROMOTIONS



RECHARGEABLE NIMH

Ref	³ RSP	QT
MAXAABL8P	10,95	72
MAXAAABL8P	10,95	48

Ref	³ RSP	QT
5+1HR6PP2000	19,95	48
5+1HR03PP850	19,95	36

³ Recommended selling price per CU in Euro's all taxes included

RAYOVAC®

RAYOVAC

Top-quality hearing aid batteries, specially designed for the latest high-performance hearing devices



Rayovac Extra Advanced hearing aid batteries take advantage of our new Active Core Plus now with Air Optimisation Technology; a breakthrough new cell design which maximizes internal space to hold more active ingredients, ensuring our batteries are the longest lasting on the market.



RAYOVAC ASSORTMENT



RAYO10GBL6
Protectant wipes matt
RSP : 3,49



RAYO13GBL6
Protectant wipes gloss
RSP : 3,49



RAYO312GBL6
All round wipes
RSP : 3,49



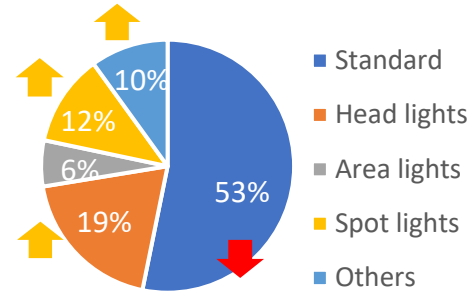
RAYO675GBL6
Glass wipes
RSP : 3,49

LIGHTING

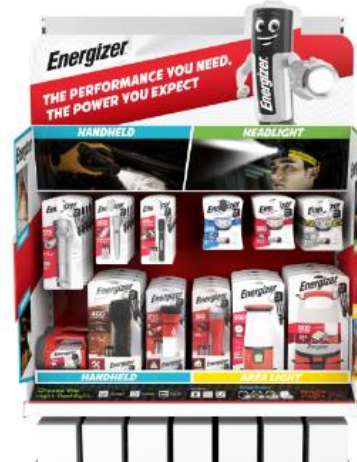
PORTABLE LIGHTS CATEGORY: PROFITABLE, EXCELLENT BASKET BUILDER, BUT ROOM FOR OPTIMIZATION

CATEGORY

- **Handheld Lights** are the #1 Lights segment ⁽¹⁾
- **Headlights, Spotlights** are growing sales mix*
- **Shoppers are confused:** 21% ask an employee for help ⁽²⁾
- **High fragmentation** Multiple brands / formats drives complexity for shoppers and costs for retailers



VS



➔ Opportunity for simplification

OPPORTUNITIES



EXPANSION ⁽⁴⁾



74% of HH own Handhelds

33% own Headlights

31% own Area Lights

WILLING TO BUY MORE ⁽⁵⁾



Up to 68% Will consider an item other than their planned purchase

~50% Of owners have 4 or more lights

TRENDS ⁽³⁾

- **Rechargeable** Lights gaining traction in both shops and online
- Growth in **Combo** Lights and **Work** Lights

Sources: (1) GfK UK+FR+S+I, MAT through December 2019 IRI TUS (2) SmartRevenue Foundational Lights Research, USA, 2017 (3) MULC 52 Weeks Ending 2/23/2020; One-Click Retail 52 Weeks Ending Jan 19, 2019 Category Lights Rechargeable Handheld Sub Segment for online rechargeable trend --- (4) TNS Omnibus Study 2018 UK, AUS, FR (5) SmartRevenue Foundational Lights Research

LIGHTS CATEGORY IS DRIVEN BY FOUR KEY DRIVERS

LIFE'S MOMENTS



Consumers need **lights to create life's moments** or to be ready for them

EMERGENCIES



Everyday **emergencies** and **more frequent** natural disasters create need for the category

DECISIONS



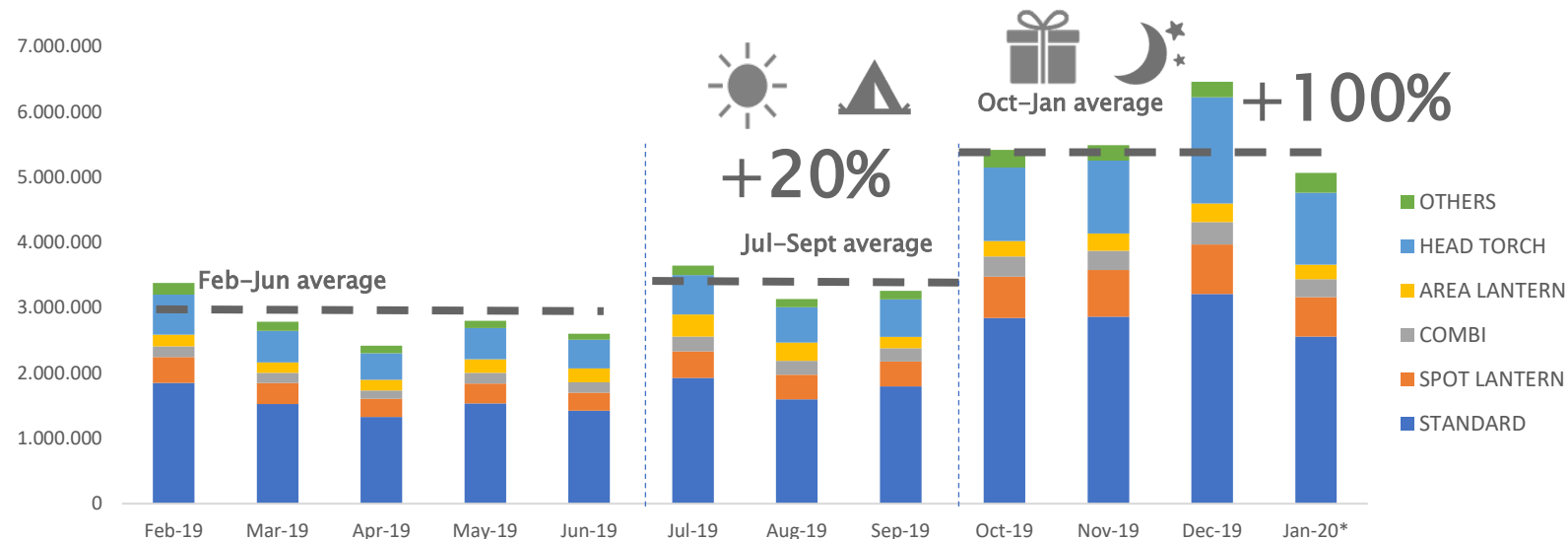
Retailers and manufacturers can influence shoppers' decisions and drive conversion. Consumers' **preference for a quality product** provides an opportunity to drive value through trade-up

DESIGN



Consumers' want a light designed to **address their specific usage** occasion and to look good as well.

Visibility during key weeks is important to capture impulse sales



Nearly **50%** of lights shoppers Saw it when shopping for something else**

33% Saw the product on a special display**

20% Saw it on promotion / sale**

OUR STRATEGIES TO DRIVE PORTABLE LIGHTS GROWTH IN YOUR STORES



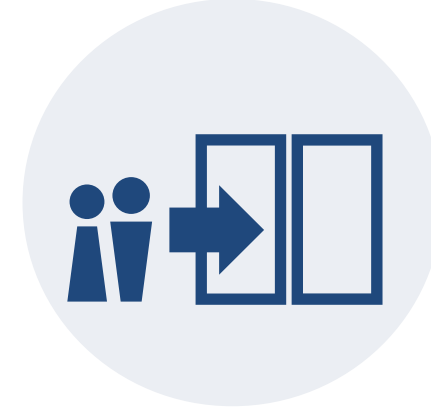
UP SALES WITH INNOVATION

Evolving consumer needs & expectations



SIMPLIFY & OPTIMISE

Right assortment for your shoppers



DRIVE CONVERSION

Missed opportunities to convert core shoppers





OUR OFFER B2B

Energizer B2B

Hazardous use



ATEX2D RSP : 45,75
ATEX2AA RSP³ : 4,95



HEADATEX RSP : 55,45

Construction / Industry



HARDCP2AA RSP : 29,95
HARDCP4AA RSP : 39,95
WORKLIGHT RSP : 49,95



HARDCASEMULTIUSE RSP : 22,95
HARDCASEPIVOTPLUS RSP : 36,95



HEADHARDCASE RSP : 39,95

Premium



INSPEC2AAA RSP 19,95
VISIONHD3AAA RSP : 29,95
LITHIUMLED RSP : 39,95



VISIONHDR RSP 79,95
VISIONHD6AA RSP : 59,95
EXPERTLED RSP : 99,95



INDHEAD RSP 34,95



INDHEADR RSP : 54,95

Precision



TAC700 RSP : 49,95
TAC1000 RSP : 59,95



TACR RSP : 69,95

Handsfree

RSP = Recommended selling price per CU in Euro's all taxes included



OUR OFFER B2C

Energizer B2C

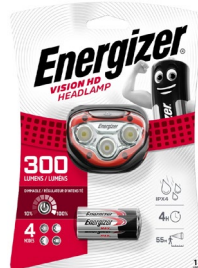
Headlights



HEADLIGHT2LED
RSP : 12,95



HEADUNIV
RSP : 19,95



HEADPRO
RSP : 24,95



HEADPROADV
RSP : 29,95



HEADVISION
RSP : 34,95



HEADVISIONHD
RSP : 39,95



HEADVISIONR
RSP : 49,95

Premium



INSPEC2AAA
RSP : 19,95



VISIONHD3AAA
RSP : 29,95



LITHIUMLED
RSP : 39,95



VISIONHD6AA
RSP : 59,95



VISIONHDR
RSP : 79,95

Precision



TAC700
RSP : 49,95



TAC1000
RSP : 59,95



TACR
RSP : 69,95

Rechargeable

RSP = Recommended selling price per CU in Euro's all taxes included

Energizer B2C

Universal



TOUCHTECH
RSP : 11,95



POCKETLED
RSP : 8,95



BPLED
RSP : 11,95



BOOKLITE2
RSP : 13,25



TOUCHLIGHT
RSP : 19,45



METALLIGHTAAA
RSP : 7,95



XFOCUSE23A
RSP : 8,95



METAL2AA
RSP : 12,45



METAL2D
RSP : 29,95



MAGNETLED
RSP : 12,95



PENLIGHT
RSP : 10,95



XFOCUS2AA
RSP : 13,95



WORK4AA
RSP : 29,95

Leisure



CAMPINGLANTERN
RSP : 39,95



CLIPLIGHT
RSP : 10,95



LEDLANTERN2
RSP : 14,95

SOLUTIONS FOR MULTI-SITING

Floorstands



Clips strips



Counter displays



GENERAL AUTO CARE

CAR CARE & AIR FRESHENERS

THE CATEGORY

Auto care

- Interior cleaners
- Exterior cleaners
- Tire care
- Wax
- Vehicle Wash
- Cleaning wipes
- Protectants
- Accessories

33 %

Air fresheners

- Vent
- Paper
- Hidden
- Novelty
- Electric
- Spray

32 %

Performance

- Fuel additives
- Oil additives
- Brake fluid
- Power fluid
- Steering fluid
- Radiator treatments

24 %

Refrigerants & Accessories

- A/C Refrigerants
- Recharge kits
- Retrofit kits

11 %

Category Value in %

Our brand in this category



AXE

CALIFORNIA
SCENTS



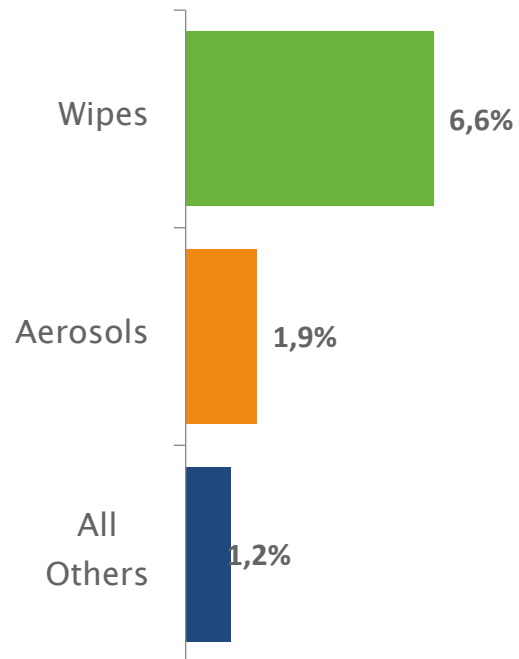
A/C
PRO.

CAR CARE

CATEGORY TRENDS

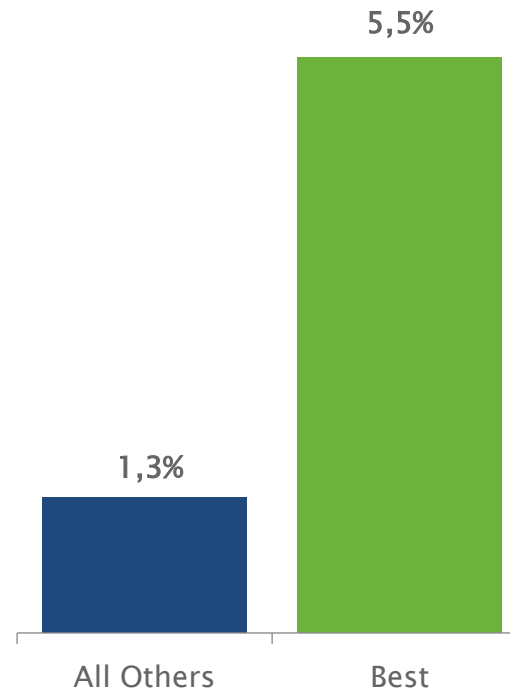
Easier Usage Products

Shoppers € spend gravitating towards wipes and aerosols



Shift up the Value Chain

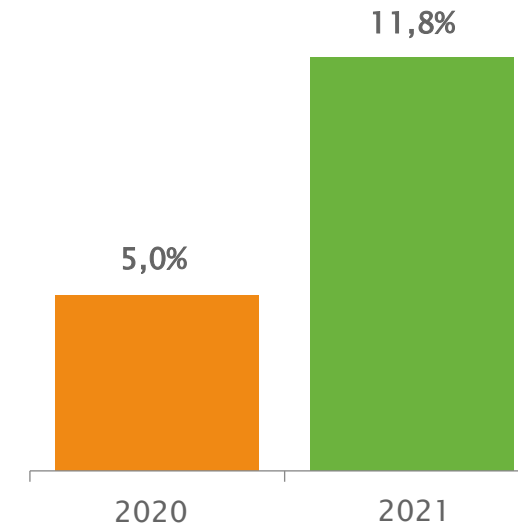
Best products driving € growth



Innovation for specific solutions

New product innovations grew more than 2X in 2021

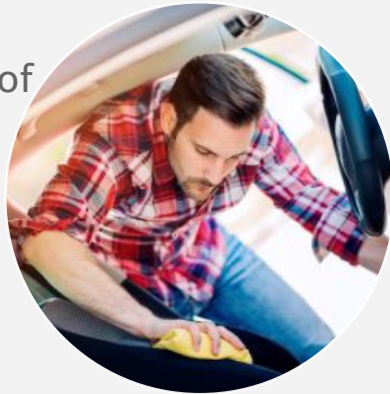
Ceramic Waterless
Snow Foam
Multi-Surface Swipes



CONSUMER MOTIVATIONS

Functional

- Extend the life of the car
- Protect the value of their asset
- Clean car after weather, Birds, pollen
- Clean after / before travel
- Clean car from pets



51%

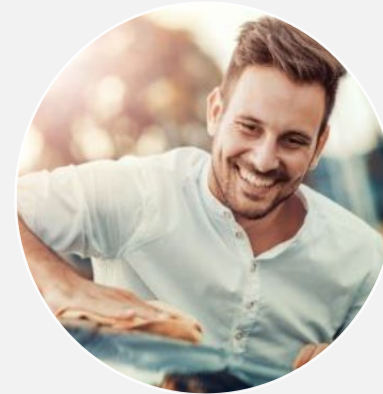
"I want to extend the life of my car"

41%

"I clean my car in preparation for travel/a long road trip"

Emotional

- Feel Control of their life
- Look good for others
- Have "me" time
- Feel proud after cleaning the cars
- Car is an extension of a tidy home



51%

"I feel proud when I take good care of my belongings (I like my car)"

34%

"I clean my car in preparation for driving other people"

CONSUMER ATTITUDES CHANGING TOWARDS ECO-FRIENDLY

88%

actively separate recycling / general waste
– reflecting high awareness of impact on environment

83%

believe the use of plastic is an environment issue and brands should do more to be eco-friendly

63%

would be more interested in using an eco-friendly auto product

The challenge of an eco-friendlier cleaning process

The fight against in particularly single-use waste, such as cleaning wipes, is a real challenge for companies manufacturing these type of products. In fact, the wipes are in most cases made from plastics.



Armor All® is
the 1st

to launch a 100%
biodegradable
plastic-free wipe
on the auto care
market



100 % made with plant fibers*



- Biodegradable wipes*
- Produced from natural materials
- For a greener car maintenance



 **Best brands for life**
by Energy Distribution

*Wipe material only

A LARGE ASSORTMENT CAR MAINTANANCE PRODUCTS



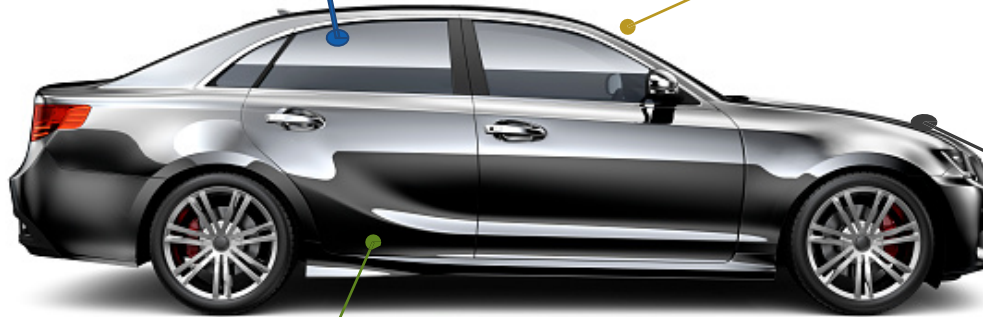
INTERIOR

Protectant | Leather | Textiles
| Air fresheners



EXTERIOR

Wax | Wheels | Tires | Insect cleaner
| Paint restorer | Window cleaner etc



MULTI-PURPOSE

Fast cleaner | Protectant |
Chrome/Metal



UNDER THE HOOD

Fuel additives & oil | Maintenance



ABOUT ARMOR ALL

60+

years appealing to car enthusiasts

**Inside
out**

complete car care solutions

**Patented
Technology**

Armor All Protectant
Shield

Armor All

1ST

brand in Europe to
launch wipes into car
care category

Solutions
that deliver results
quicker
and
easier

**ISO 9001
ISO 14001**

certified manufacturing
site



#1 CAR CARE
BRAND IN USA



Global Footprint

100+
Countries

■ Direct ■ Distributor ■ Trading

Newest division in a fast growing global company

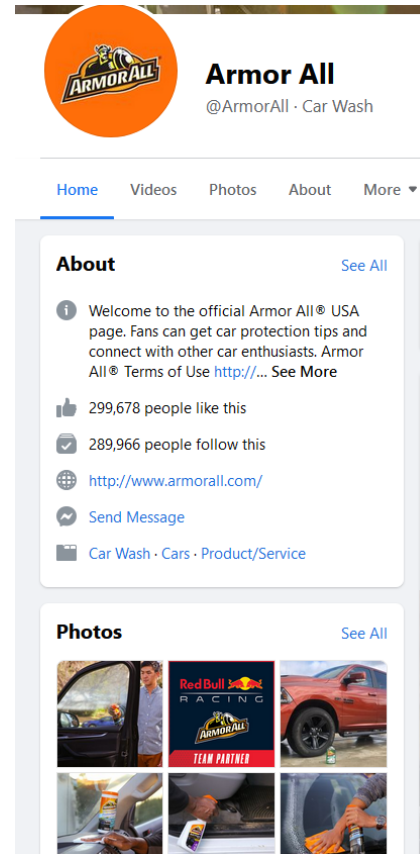
\$5 billion

BUILDING THE BRAND

POS



Social



Consumer
promos



Formula One
Sponsoring



BUILDING BRAND AWARENESS

OFFICIAL PARTNER FOR RED BULL RACING



Harness the power and size of Red Bull Racing to amplify our brand recognition.

JENSON BUTTON, OUR ARMOR ALL AMBASSADOR

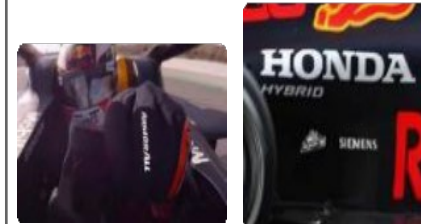


Leverage Jenson's expertise to endorse Armor All with our consumers and customers.

Commercial engagement



Exposure



Events



Digital & social media



Testimony & tips



Promotions





OUR OFFER

12 REFERENCES= 75% TURNOVER



AA10300
Protectant
RSP : 8,49



AA11300
Protectant
RSP : 8,49



AA24001
Wash & Wax
RSP : 7,99



AA32500
Glass cleaner
RSP : 8,99



AA34500
Wheel & Tire cleaner
RSP : 8,99



AA44500
Speed Wax
RSP : 12,99



AA36030
Protectant wipes
RSP : 6,99



AA38030
All round wipes
RSP : 6,99



AA37030
Window wipes
RSP : 6,99



AA35030
Dashboard wipes
RSP : 6,99



AA45030
Dashboard wipes
RSP : 6,99



AA85500
Cockpit Spray
RSP : 6,49

RSP = Recommended selling price per CU in Euro's all taxes included

BIODEGRADABLE*
100% PLASTIC FREE WIPES

Best brands for life
by Energy Distribution

TO STRENGTHEN THE CATEGORY



AA40016
Sponge
RSP : 1,99



AA40045
Cleaning cloths
RSP : 7,99



AA40036
Chamois
RSP : 5,99



AA40044
Drying Towel
RSP : 7,99



AA40046
Polishing towel
RSP : 6,99



AA40040
Wash mitt
RSP : 6,99



AA40042
Wheel brush
RSP : 5,99



AA40048
Window cloth
RSP : 2,99



AA40047
Polish cloth
RSP : 2,99



AA40051
All purpose cloth
RSP : 2,99

PROMOTIONS



AA35020
Protectant wipes matt
RSP : 4,49



AA36020
Protectant wipes gloss
RSP : 4,49



AA38020
All round wipes
RSP : 4,49



AA37020
Glass wipes
RSP : 4,49



AA39020
Leather wipes
RSP : 4,49

BIODEGRADABLE*
100% PLASTIC FREE WIPES

RSP = Recommended selling price per CU in Euro's all taxes included

PROMOTIONS

INTERIOR KIT : TO GENERATE VALUE AND ATTRACTIVITY



ALCARINTKIT
Interior car kit
RSP³ € 14,49

³Recommended sales prices in Euro per CU incl. taxes”

SOLUTIONS FOR MULTI-SITING

Floorstands



Clips strips



Counter displays





OUR OFFER

STP, inside every great machine

- Oil
- Diesel
- Additifs
- Technical solutions
- Benzine



The assortment

TRADE UP	Complete cleaners	 Ultra 5-in-1 Benzine system cleaner ST76400 RSP : 29,95	 Ultra 5-in-1 Diesel System cleaner ST77400 RSP : 29,95						
	Specialised cleaners	 Benzine injector cleaner ST53200 RSP : 7,99	 Diesel Injector cleaner ST59200 RSP: 7,99	 Start stop benzine cleaner ST74200 RSP : 9,99	 Start Stop Diesel cleaner ST75200 RSP : 9,99	 Injector cleaner diesel engines ST59200 RSP : 7,99	 System cleaner diesel ST65400 RSP : 19,95	 System cleaner benzine ST50400 RSP : 19,95	 Diesel filter cleaner ST66200 RSP : 12,95
	Treatments	 Benzine treatment ST51200 RSP : 6,99	 Dieseltreatment ST54200 RSP : 6,99	 Oil additives benzine engines ST60300 RSP : 9,99	 Oil additives dielse engine ST61300 RSP : 9,99	 Engine stop leakage ST63300 RSP : 12,95	 Radiator Anti- Leak ST96300 RSP : 9,99		



RSP = Recommended selling price per CU in Euro's all taxes included

SOLUTIONS FOR MULTI-SITING

Floorstands




Counter displays



AIR FRESHENERS

CATEGORY SPLIT PER FORMAT

ENERGIZER HOLDINGS OFFERS ALL

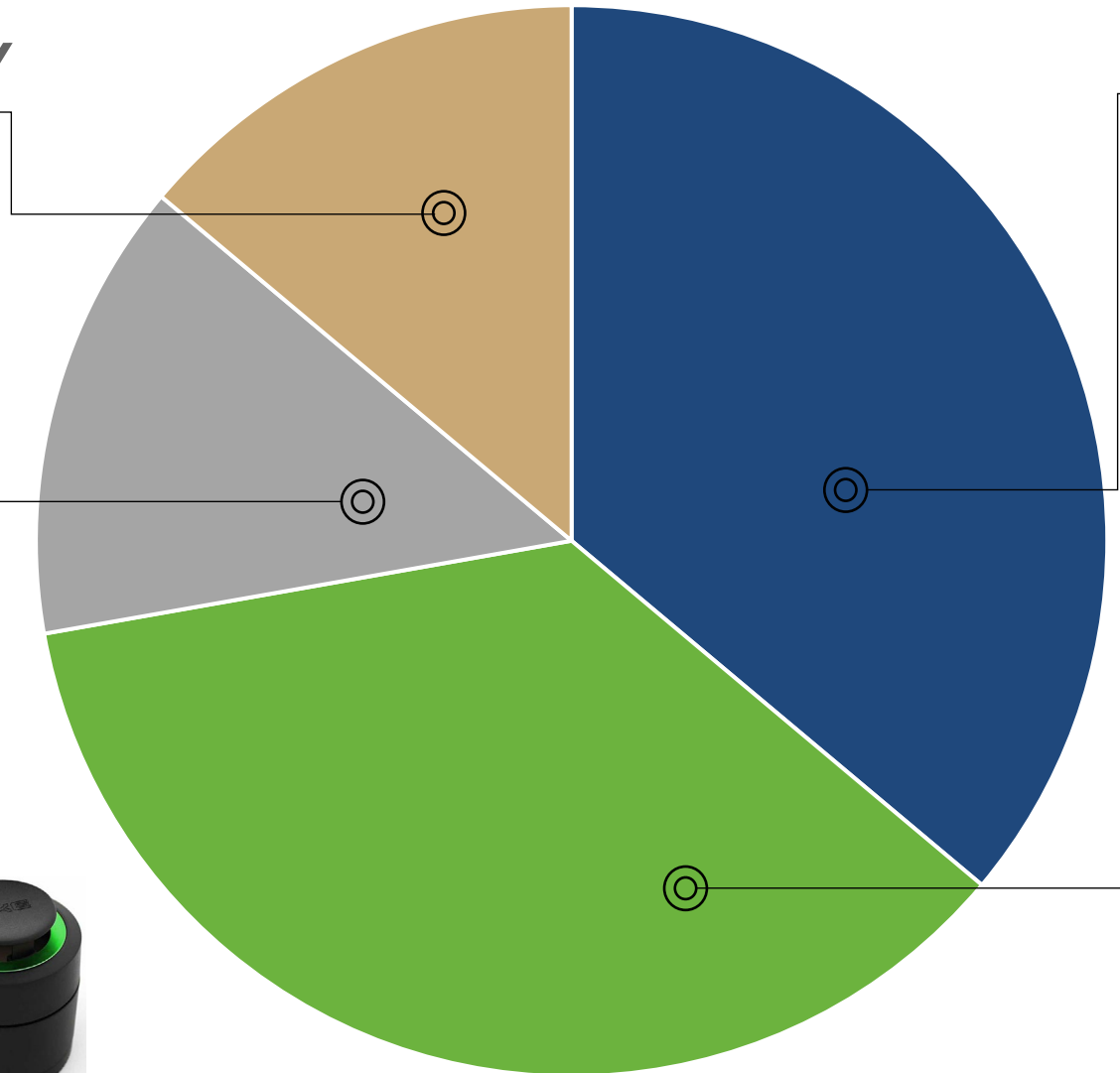


NOVELTY

Personalizes the vehicles interior to fit with consumer lifestyle.


CAN

Format allows for consumers to conceal the product while still enjoying the scent




VENT

Air freshener that attaches to a vehicle's interior vent. The most efficient format



PAPER

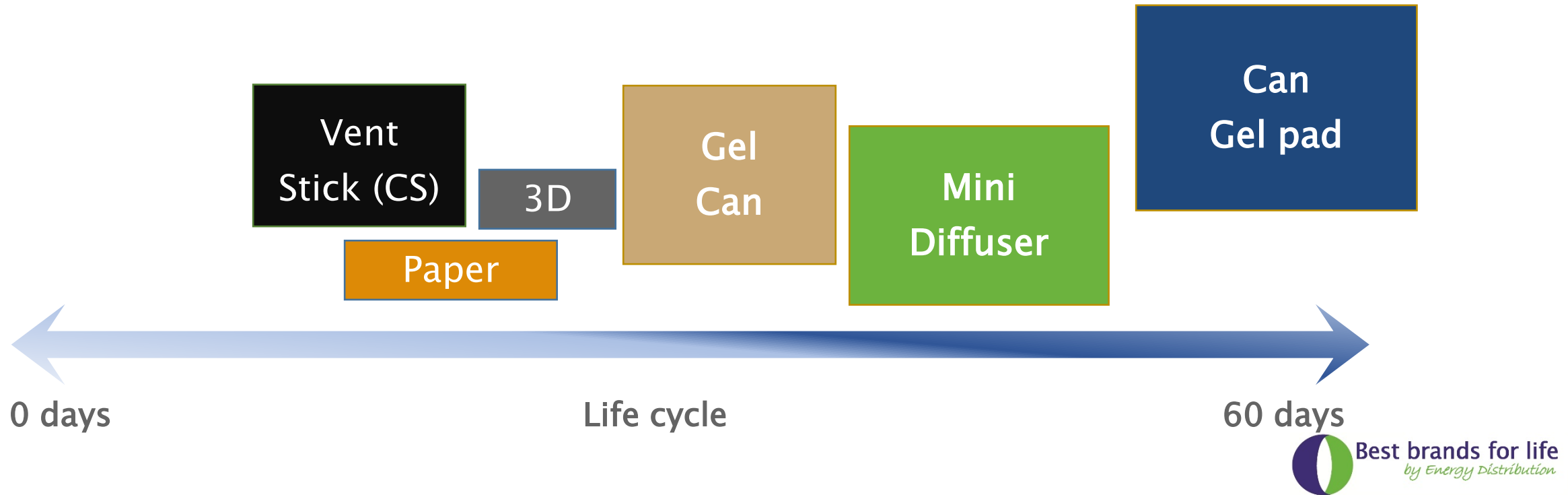
The original format of air fresheners which remains very much unchanged; fragrance is embedded in cardboard.



DIFFERENT FORMATS: DIFFERENT LIFECYCLES

Currently, there are no industry standards for measuring the duration of action of a freshener.

The duration of the freshener depends on the environment, temperature, setting and air movement.



3 BRANDS WITH DIFFERENT AND SHARED TARGETS



Women



18–35 years



$\geq 25k$ €



Growing family



Vintage car



Men & women



30–49 years



0–50K €



Prefers brands



Recently bought car



Men



18–35 years



15–75K €



Ambitious



Modern car



TARGET GROUP



UNIQUE PROPOSITION



AXE

DEVELOPING THE CATEGORY

AXE car fresheners are designed to help target the 75% of consumers currently not purchasing car air fresheners.

PROBLEM :



- 48.36% not buying because of available fragrances



- 18.08% not buying because of limited life cycle



- 14.55% not buying because they don't like the looks or design of current available products.

SOLUTION :

- 100% Authentic AXE fragrances.
- Long lasting fresh car vibes – up to 30 days.
- With the design at the heart of every product, the axe car fresheners are sleek and stylish.

AXE

AXE

OUR OFFER

3 FORMATS – 6 FRAGRANCES



MINI VENT



3D HANGING



GEL CAN

ADRENALINE

BLACK

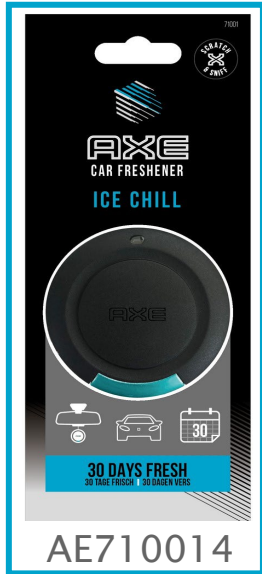
AFRICA

ICE CHILL

DARK TEMPTATION

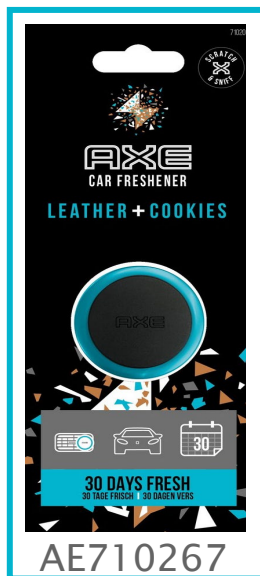
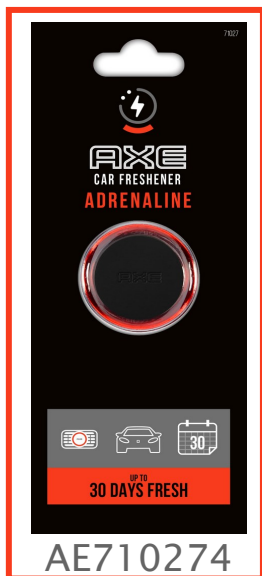
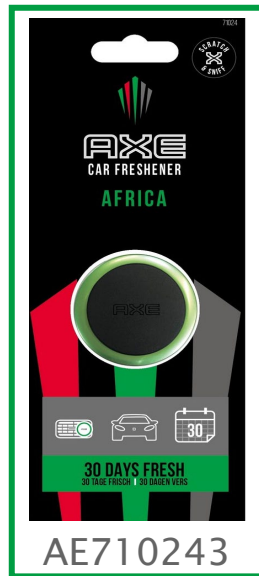
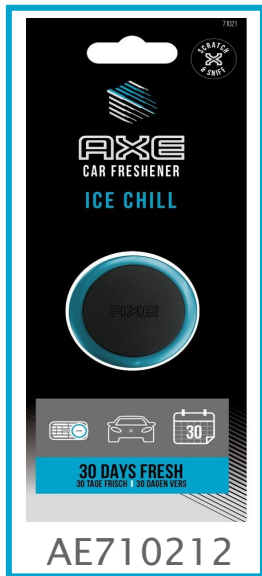
LEATHER COOKIES

3D HANGING AIR FRESHENER



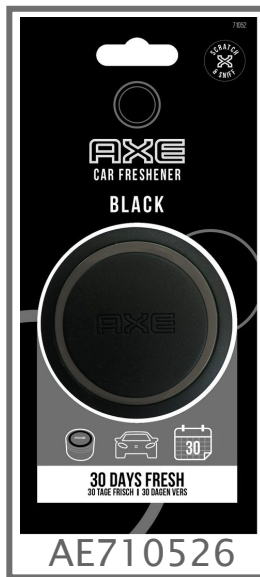
RSP per CU incl. taxes : € 3,99

MINI VENT AIR FRESHENER



RSP per CU incl. taxes : € 4,99

GEL CAN AIR FRESHENER



RSP per CU incl. taxes : € 5,99



CALIFORNIA[®] scents



STRONG, INTENSE SCENT UP TO 60 DAYS*

FRESH



SPILL PROOF

FEEL GOOD

FUN

**ADJUSTABLE
FRAGRANCE
INTENSITY**



ORIGINAL





OUR OFFER

CAR SCENTS™



CORONADO CHERRY

CSCANCHER



GOLDEN STATE
DELIGHT

CSCANDEL



BALBOA BUBBLEGUM

CSCANBUBBLE



CAPISTRANO COCONUT

CSCANCOCO



NEWPORT NEW CAR

CSCANCAR



LAGUNA BREEZE

CSCANLAGU



MALIBU MELON

CSCANMELON



FRESH LINEN

CSCANLIN



SHASTA STRAWBERRY

CSCANSTRAW



CONCORD CRANBERRY

CSCANCRAN



SANTA BARBARA BERRY

CSCANSANTA



VERRI BERRY

CSCANBERRY



ICE

CSCANICE



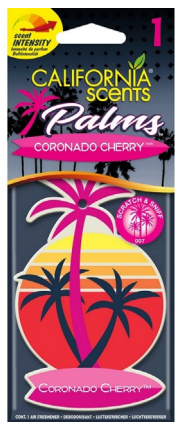
MONTEREY VANILLE

CSCANVAN



RSP per CU incl. taxes : € 5,99

PALMS PAPERS BLISTER OF 1



CHERRY
CSPALCHER1



CAPISTRANO
COCONUT
CSPALCOCO1



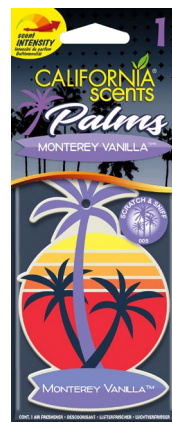
NEW CAR
CSPALCAR1



STRAWBERRY
SHASTA
CSPALSTRAW1



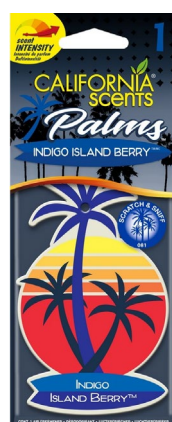
CALIFORNIA
CLEAN
CSPALCAL1



VANILLA
CSPALVAN1



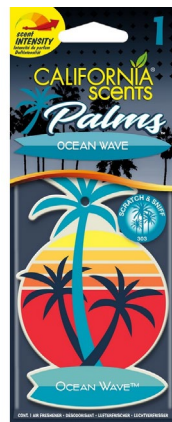
TROPICAL
COLADA
CSPALTRO1



INDIGO ISLAND
BERRY
CSPALINDI1



ROUTE 66
CSPALROU1



OCEAN WAVE
CSPALWAVE1



ICE
CSPALICE1



RSP Blister 1pc incl. taxes : € 1,99

PALMS PAPERS BLISTER OF 4



CHERRY
CSPALCHER4



CAPISTRANO
COCONUT
CSPALCOCO4



NEW CAR
CSPALCAR4



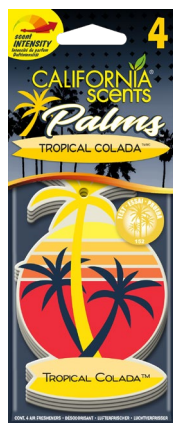
STRAWBERRY
SHASTA
CSPALSTRAW4



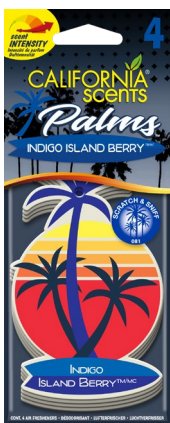
CALIFORNIA
CLEAN
CSPALCAL4



VANILLA
CSPALVAN4



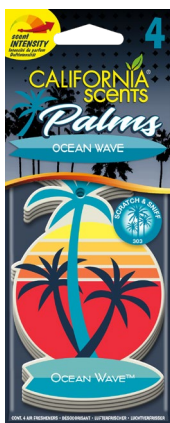
TROPICAL
COLADA
CSPALTRO4



INDIGO ISLAND
BERRY
CSPALINDI4



ROUTE 66
CSPALROU4



OCEAN WAVE
CSPALWAVE4



ICE
CSPALICE4



RSP Blister 4pc incl. taxes : € 5,99

SOLUTIONS FOR MULTI-SITING

Floorstands



Counter displays





A BRAND EXPERIENCE LIKE NO OTHER

- 14 years developing brand extensions
- 50 licensed partners globally
- Placement at 50,000+ retail doors globally
- License extensions across food, apparel, giftware, homeware, cosmetics & toiletries.



Brand DNA

Core values:

colour | shape | flavour | scent | fun

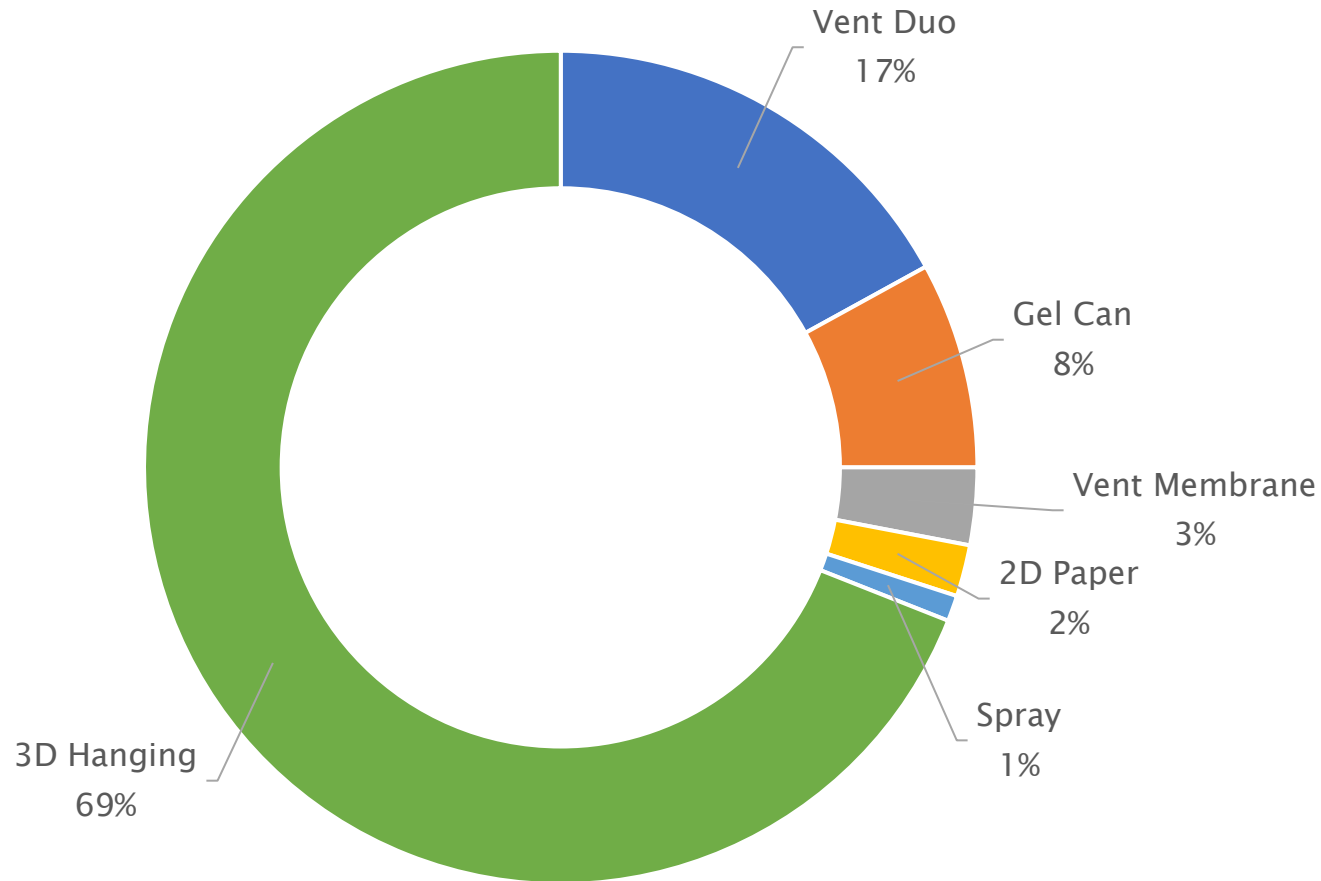
Brand voice:

original | creative | innovative | colourful | e

94% OF JELLY BELLY SALES COME FROM 3D HANGING, VENT DUO AND GEL CAN FORMATS

More than 45 million Jelly Belly air fresheners have been sold so far!

One Jelly Belly air freshener sold every 7 seconds!





OUR OFFER

3D HANGING

FULL FRAGRANCE RANGE

Our 3D Gel hanging air freshener is our best selling product.

We can produce our air freshener fragrances in any of the 50 authentic Jelly Belly flavours!



RSP per CU incl. taxes : €

VENT

DUO RANGE

Our best selling 3D air freshener has been multiplied for a balanced experience.

We can produce our air freshener fragrances in any of the 50 authentic Jelly Belly flavours!



RSP per CU incl. taxes : €

GEL CAN

The Gel Can is for a more discreet fragrance in the cabin of your vehicle.

They are now available in 6 fragrances and last up to 30 days.



RSP per CU incl. taxes : €

PAPER

2D CARDBOARD

Our 2D Paper format is available in 8 different & colourful fragrances.

This format is used for targeting promotional opportunities with discount retailers.



RSP per CU incl. taxes : €

SOLUTIONS FOR MULTI-SITING

Floorstands



Counter displays



LET'S WORK TOGETHER



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