



smell  
well™

# smell<sup>TM</sup>well

## freshener inserts

FOR SHOES AND GEAR



KEEP IT DRY + ABSORBS + KEEP IT CLEAN + REMOVES + LEAVE A + FRESH + PLANET FRIENDLY + CLIMATE  
MOISTURE ODOR SCENT NEUTRAL +

**Keeping it fresh** means taking care of your gear. Making it last. Freshener Inserts **protect your stuff** against odor, moisture and bacteria so you can keep using what you like for longer.

# A REAL SOLUTION

Moisture, heat and skin cells create the perfect place for bacteria and smells to thrive. SmellWell Freshener Inserts is a long-lasting, natural and sustainable solution that goes to the source of the problem and eliminates unwanted odors for good.



## Trusted Swedish Innovation

Developed and tested in Sweden. Complies with REACH standard for environment & safety. Natural ingredients, no harmful chemicals. #1 selling Freshener for shoes and gear in Scandinavia.

## Climate Neutral and Responsible

Made with sustainable and renewable materials. Recycled microfiber outer cover, dyed with eco-ink. FSC packaging and 100% climate neutral product.



## Natural Dehumidifier and Deodorizer

Contains activated Moso bamboo charcoal and minerals with millions of tiny pores that dehumidify and deodorize by trapping moisture, odor and pollutants. 1g of bamboo charcoal has a surface area of 1000 m<sup>2</sup> and one Freshener Insert can re-fresh a space up to 2,5 m<sup>3</sup>.



Prevents growth of bacteria by effectively absorbing moisture



Eliminates the problem of bad odors completely



Leaves a long lasting fresh scent

Simply leave Freshener Inserts in shoes, sports-gear, gloves, bags or other spaces in need of freshening. Available in scented and unscented options and 3 sizes

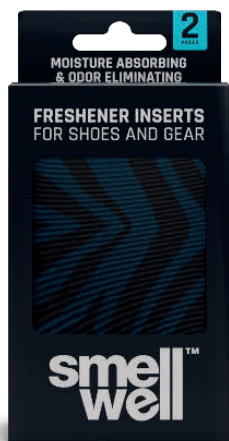


**KEEP IT FRESH.  
MAKE IT LAST.**

KEEP IT DRY + **ABSORBS MOISTURE** + KEEP IT CLEAN + **REMOVES ODOR** + LEAVE A **FRESH SCENT** + PLANET FRIENDLY + **CLIMATE NEUTRAL** +

## ORIGINAL FRESHENER INSERTS

Original Freshener Inserts are small, flexible and very effective. They fit all types of shoes, bags, gloves, and sports-gear. Available in multiple designs and collections.



- ✓ **Protect** favorite shoes and gear against odor, moisture, mold and bacteria. **Keep it fresh. Make it last.**
- ✓ **Simply** leave Inserts in shoes, sports-gear, gloves, bags or other spaces in need of freshening. Can refresh a space up to 2,5 m3, providing unlimited use areas.
- ✓ **A planet friendly** and climate neutral freshener solution that lasts up to 1 year with proper care. Recharge in the sun to maintain max effectiveness.

SMELLWELL ORIGINAL FRESHENER INSERTS  
MASTERCASE MIXED ASSORTMENT

2PCS  
24 PAIRS

120X80 MM  
8 DESIGNS (3 OF EACH)

100G/PAIR  
SAME EAN & SCENT ALL DESIGNS



## MIXED ASSORTMENT



**Black Zebra**  
Art.1514



**Pink Zebra**  
Art.1513



**Camo Green**  
Art.1510



**Tropical Blue**  
Art.1519



**Hawai Floral**  
Art.1509



**Leo Blue**  
Art.1511



**Geo Orange**  
Art.1516



**White Stripes**  
Art.1521



**Geo Grey**  
Art.1515

## INDIVIDUAL ASSORTMENT



**Leo Brown**  
Art.1520



**Midnight Blue**  
Art.1710



**Pastel Green**  
Art.1709



**Blue**  
Art.1811



**Light Grey**  
Art.1711



**Blush Pink**  
Art.1712



**Orange**  
Art.1810



**Green**  
Art.1812



**Yellow**  
Art.1809



## XL FRESHENER INSERTS

**3X** more effective compared with Original, absorbing more moisture and odor, quicker. Designed for tough challenges such as bigger footwear, sports-gear and bags.



- ✓ **Protect** favorite shoes and gear against odor, moisture, mold and bacteria. **Keep it fresh. Make it last.**
- ✓ **Simply** leave Inserts in shoes, sports-gear, gloves, bags or other spaces in need of freshening. Can refresh a space up to 5 m3, providing unlimited use areas.
- ✓ **A planet friendly** and climate neutral freshener solution that lasts up to 1 year with proper care. Recharge in the sun to maintain max effectiveness.

SMELLWELL XL FRESHENER INSERTS  
MASTERCASE MIXED ASSORTMENT

2PCS  
12 PAIRS

180X80 MM  
4 DESIGNS (3 OF EACH)

250G/PAIR  
SAME EAN & SCENT ALL DESIGNS



## MIXED ASSORTMENT



**Black Stone**  
Art.2511



**Camo Grey**  
Art.2509



**Silver Grey**  
Art.2512



**Tropical Blue**  
Art.2514

## INDIVIDUAL ASSORTMENT



**Pastel Green XL**  
Art.2709



**Midnight Blue XL**  
Art.2710



**Orange XL**  
Art.2810



**Light Grey**  
Art.2711



**Blush Pink**  
Art.2712



**Blue XL**  
Art.2811



**Green XL**  
Art.2812



**Yellow XL**  
Art.2809



## MAXI FRESHENER INSERTS

Maxi-sized Freshener Insert designed for bigger gear, training bags, lockers and other spaces in need of freshening. Can refresh a space up to 10 m<sup>3</sup>.



- ✓ **Protects** gear and spaces against odor, moisture, mold and bacteria.
- ✓ **Simply** place in spaces where bad odor occurs. Equipped with paracord string for convenient hanging.
- ✓ **A planet friendly** and climate neutral freshener solution that lasts up to 1 year with proper care. Recharge in the sun to maintain max effectiveness.





## INDIVIDUAL ASSORTMENTS



Blue  
Art.0415



Green  
Art.0416



Midnight Blue  
Art.0409



Orange  
Art.0414



Yellow  
Art.0413



Camo  
Art.0412



Grey  
Art.0410



Blush Pink  
Art.0411

SMELLWELL MAXI FRESHENER INSERT  
MASTERCASE

1PC  
12 PIECES

120X160 MM  
INDIVIDUAL DESIGNS

200G/PIECE  
INDIVIDUAL EAN CODES



## SENSITIVE FRESHENER INSERTS

For those preferring a fragrance-free freshener, Sensitive Inserts are unscented and effectively absorb moisture and odor in shoes, bags and gear. They are available in Original and XL sizes. Outer cover made of linen mix.



- ✓ **Sensitive Freshener Inserts are unscented and absorb moisture, odor and keeps your gear naturally fresh.**
- ✓ **Simply leave in shoes, sports-gear, gloves, bags or other spaces in need of freshening. Can refresh a space up to 2,5-5 m3, providing unlimited use areas.**
- ✓ **A planet friendly and climate neutral freshener solution that lasts up to 2 years with proper care. Recharge in the sun to maintain max effectiveness.**

SENSITIVE FRESHENER INSERTS ORIGINAL  
MASTERCASE

2PCS  
24 PAIRS

120X80 MM  
100G/PAIR

SENSITIVE FRESHENER INSERTS XL  
MASTERCASE

2PCS  
12 PAIRS

180X80 MM  
250G/PAIR



**KEEP IT FRESH.  
FRAGRANCE-FREE.**

KEEP IT DRY  
+ **ABSORBS  
MOISTURE** +

KEEP IT CLEAN  
**REMOVES  
ODOR** +

PLANET FRIENDLY  
**CLIMATE  
NEUTRAL** +

## INDIVIDUAL ASSORTMENTS



**Sensitive Blue**  
Art.4410



**Sensitive Green**  
Art.4409



**Sensitive Grey**  
Art.4411



**Sensitive XL Blue**  
Art.3410



**Sensitive XL Green**  
Art.3409



**Sensitive XL Grey**  
Art.3411





**smell<sup>TM</sup>well** **freshener**  
**bag** FOR SHOES  
AND GEAR







**PUT IT IN THE BAG.  
FRESH IT UP.**

KEEP IT DRY + **ABSORBS MOISTURE** + KEEP IT CLEAN + **REMOVES ODOR** + LEAVE A **FRESH SCENT** + PLANET FRIENDLY + **CLIMATE NEUTRAL** +



- ✓ **The freshest activity bag** for people in motion. Protect favorite shoes, wear and gear against odor, moisture, mold and bacteria. Available in 2 sizes and multiple colors.
- ✓ **Take care of your gear** and it will function better and last longer. Simply place shoes, activity-wear, gear and other stuff in need of freshening in the bag.

# THE INSIDE MATTERS

## Protects your stuff

Contains activated bamboo charcoal and minerals that keep your stuff fresh for longer.

## Durable Ripstop

Resistant to tearing and ripping  
Water repellent.



## Mesh layer

Breathable inner-mesh allowing moisture and odor to be absorbed.

## Keep it fresh

Moisture and odor absorbing membrane protecting against conditions where bacteria and odor develop. Infused with a clean scent.



Prevents growth of bacteria by effectively absorbing moisture



Eliminates the problem of bad odor completely



Long lasting fresh scent

Use with shoes, active-wear and gear or other stuff in need of freshening.  
Perfect for training, hiking, travelling and exploring.

FRESHENER BAG XL (20L)



**Black XL**  
Art.6109



**Blue XL**  
Art.6110



**Floral XL**  
Art.6113



**Orange XL**  
Art.6112



**Pink XL**  
Art.6111



**Camo XL**  
Art.6114

FRESHENER BAG (12L)



**Black**  
Art.6009



**Blue**  
Art.6010



**Floral**  
Art.6013



**Orange**  
Art.6012



**Pink**  
Art.6011



**Camo**  
Art.6014



**smell  
well**<sup>TM</sup>

**LAUNDRY  
CAPSULES**

**FOR ACTIVEWEAR AND SPORTS GEAR**

## **CLOTHES HAVE EVOLVED, WASHING HASN'T**

We are more active than ever before. We take our exercise seriously and have the gear and clothes to match it. But the latest and greatest high-tech fabrics have one major downside: they can smell awful pretty quickly. 60% of all clothing contain synthetic and high-tech textiles. But most laundry detergents are based on a 50-year-old formula that wasn't designed to clean sweat and bacteria from synthetic clothing.

That's why your newly washed t-shirt can smell of sweat just minutes into your workout – as body heat is released through the fibers, so are odors remaining from previous workouts.

**IT'S TIME FOR A MODERN DETERGENT THAT MATCHES OUR CLOTHING  
AND ACTIVE LIFESTYLE.**



# FORMULATED FOR ACTIVEWEAR

SmellWell Laundry Capsules contain a highly concentrated, pre-measured liquid detergent that effectively removes tough odors and dissolves hard-to-rid stains from synthetic activewear. High tech apparel will not only be smelling great but also function better and last longer.



## SCIENCE IN A CAPSULE



### ELIMINATES UNPLEASANT ODORS

Powerful clean that eliminates odors at the source.



### EFFECTIVE ON HARD-TO-RID STAINS

Dissolves stains from dirt, sweat and grass.



### PROTECTS & RESTORES

Protects from odors, stains and restores performance of technical fabrics.



### SWEDISH FORMULA DESIGNED FOR ACTIVEWEAR

And other funky laundry - works on all fabrics.



### GENTLE ON YOUR CLOTHES, SKIN AND THE PLANET

Tested & biodegradable.

Use every second wash to prevent build up of bacteria and smell. SmellWell Laundry Capsules are pre-dosed and convenient - no risk of spilling and overdosing. Formula is mildly fragranced and effective from 30°C.

SmellWell Laundry Capsules makes it easy to care for favorite activewear so you can keep wearing your favorite pieces for years to come.



SmellWell Laundry Capsules is first of its kind to be certified with the EU Ecolabel, complying with the strictest environmental and health requirements. Capsules and detergent are ultimately biodegradable and packaging is made of recycled plastic.



1 Place one capsule into the drum

Load clothes



3 Efficient from 30°C

Enjoy clean and smell-free clothes



SMELLWELL LAUNDRY CAPSULES

Art.5410

12 CAPSULES/PACKAGING

24 PCS/MASTERBOX

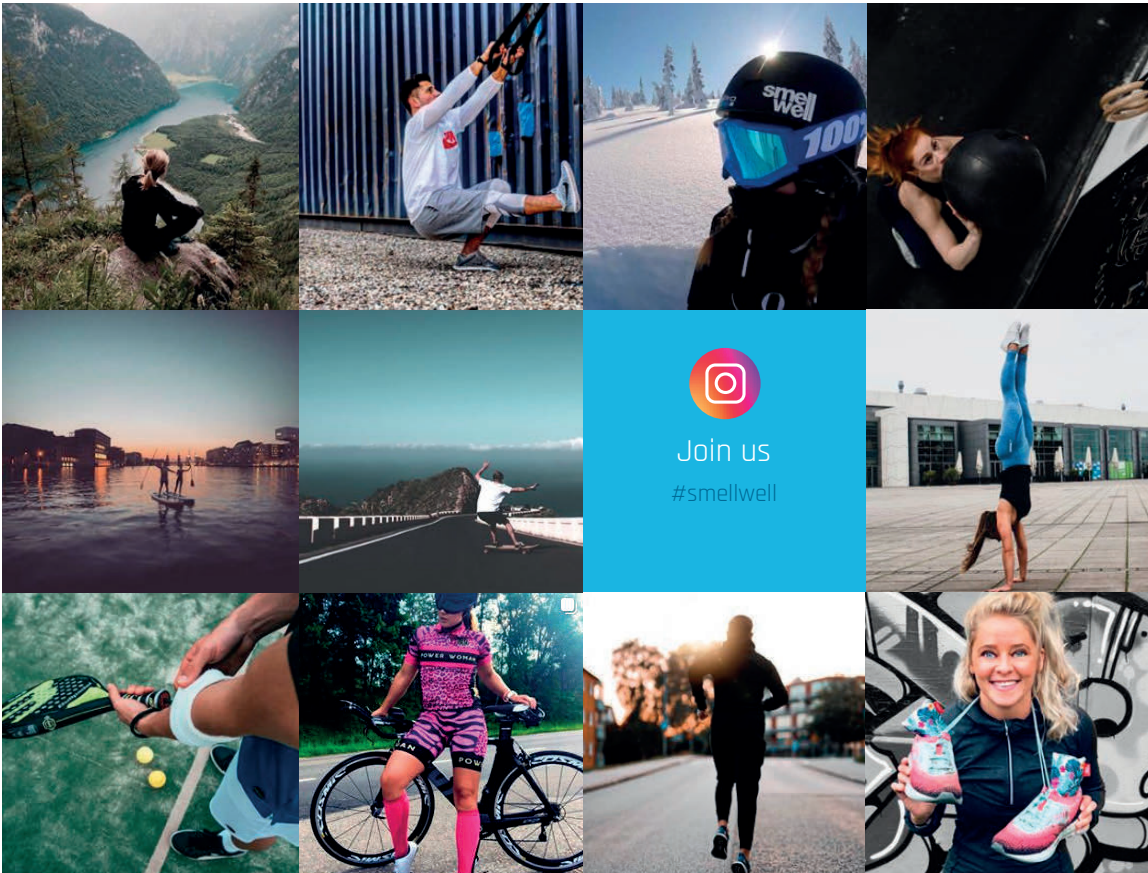


## PARTNERS

We collaborate with a broad range of brands and companies that share our passion for active lifestyles and sustainability. SmellWell products are a great way to drive cross-sales either as an accessory, a bundle or as a promotional activity. Previous partnerships range from footwear, sports-gear, bags, gloves, helmets, mountaineering to national teams and federations.

[CONTACT US TO LEARN MORE.](#)





Join us

#smellwell

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 create planet-friendly solutions that protect footwear, activity gear and wear against moisture, odors and bacteria. We are committed to creating positive impacts on our planet and believe that taking better care of our gear and not having to buy new all the time makes a vital difference. We are constantly looking for new collaborations, challenges and ways to make a difference so please get in touch.

**smell  
well™**

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