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Weener Plastic Ibérica

Ambi Pur from Sara Lee - an exclusive and contemporary design by Weener

Ambi Pur Car is an innovative air-freshener specially developed for use in cars. This product is set to revolutionise the market for car air-fresheners which has, until now, been dominated by spray dispensers and the so-called "Fragrance Trees".

The new product consists of a glass flask incorporating an innovative closure system. Ambi Pur Car is clipped onto the ventilation slits on the car's dash-board and the air stream from the blower passes through the closure which contains a sponge. The sponge is saturated with the product itself and the fragrance is then blown into the car.

The flask closure consists of three one-component plastic parts, the housing, the slider and a frame as well as a two-component front part.

The modern car dash-board uses combinations of high quality plastics and metals, therefore Ambi Pur Car had to give the perception of luxury using only plastics but reflecting that special look. According to Sara Lee, the Ambi Pur Car development team took its inspiration from the old Egyptian saying: "No day without pleasant fragrances is a happy day".



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