

Riverside helps launch Freshorize



A specially designed frosted finish PVC bottle from Riverside Plastics of Pontypridd is being used for the three in one hand-wash and air freshening system Freshorize.

Freshorize consists of a fragranced hand-wash, air freshener from an atomiser, which is actuated whenever the hand-wash is dispensed, and a constant fragrance gel. The three fragrances are complimentary and fill the whole fragrance scale.

Aimed at the domestic market, Freshorize can be used in kitchen and the bathroom applications. Worldwide patents cover the product, and after its launch last month rolls out throughout the UK retail trade in January 2004.

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