

Eco-friendly selection expanding

Typical features of paper car air fresheners

- **Paperboard:** Models are made of high-density and water-absorbing cotton or wood paperboard. The thickness of the material ranges from 0.3 to 2.0mm. The length varies from 8 to 15cm, while the width is between 4 and 10cm.

- **Prints:** Silk-screening and offset printing are the common techniques used. Both sides of the board feature colorful patterns of plants, fruits, cartoon images, logos, insects or animals.

- **Packaging:** Paper car air fresheners come in plastic bags with header cards or in blister packs. Some have a scale printed on the packaging to guide users in pulling out the board and making the scent last longer.



- **Mounting accessory:** Most paper car air fresheners have a string for hanging. There are also a number with adhesive strips.

- **Fragrance:** Most designs carry fragrances based on fruit, plants and flowers. The scent can last between 20 and 60 days. Essences for upscale fresheners are often imported from the US or Europe, while those for low-end and midrange kinds are sourced domestically from Guangdong, Zhejiang or Jiangsu province.

Price range (per piece)	Basic features
\$0.10 to \$0.25	0.3 to 1mm-thick paperboard; domestically sourced fragrance that lasts 20 to 30 days
\$0.26 to \$0.40	0.8 to 1.5mm-thick paperboard; domestically sourced fragrance that lasts 30 to 60 days; optional MSDS for the scent
\$0.41 to \$0.60	1 to 2mm-thick paperboard; imported fragrance that lasts 45 to 60 days; optional licensed cartoon character prints, MSDS for the scent

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Top trends

- **Paper-based products lead:** Paper air fresheners continue to gain ground as these are biodegradable, making them convenient to dispose after their scent fades in 20 to 30 days. Liquid, gel, cream, particle, fabric and plush toy variants are also available.
- **Natural fragrance:** The trend for safer and “greener” products is encouraging the adoption of plant-based essential oil, which is free from cadmium and other toxic substances.
- **Aesthetics:** Flower, plant and fruit designs dominate options. For variants with containers, chrome-plated blossoms, words, rhinestones and plumes are some of the ornaments employed in new designs.
- **Mounting options:** The latest releases include models that can be clipped to air conditioner vents or plugged into cigarette lighter sockets. Designs with strings and adhesive strips also continue to grow in number.
- **Price forecast:** Quotes are expected to remain stable due to steady raw material costs, but a stronger yuan may push prices up by as much as 5 percent.

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Product gallery



[Ada Electrotech \(Xiamen\) Co. Ltd](#)

★★★★☆

Model: Ada320

Description: Liquid type; adjustable fragrance intensity; scent lasts up to 60 days; various colors



[Beijing Stronger Rich Imp. & Exp. Co. Ltd](#)

★★★★★

Model: SR-AF073

Description: Paper type; various fragrances available



[Shanghai Siyuan Flavours & Fragrances Co. Ltd](#)

★★★★★

Model: CLSY106065

Description: Paper type; 10g; 15.5x14.5x0.3cm; various colors



[Shenzhen A.T.R. Industry Co. Ltd](#)

★★★★★

Model: 24439

Description: Liquid type; 8mL; PVC box



[Wenzhou Yabao Arts&Crafts Co. Ltd](#)

★★★★★

Model: YB-Type 1

Description: Cotton paper; elastic string; header card packaging



[Zhejiang NAC Auto Parts Dept.](#)

★★★★★

Model: AC4001

Description: Plush toy type; fleece, cotton; 10x5cm; double blister packaging

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