

Fresh Scents®

DON'T OVERLOOK THESE THREE THINGS

It's happening now. Many retailers are losing sales, profit, and customers, because of sachets. Meanwhile, category managers in other chains rake in millions in growth.

So why the gap?

With sachets, struggling chains tend to overlook these three things:

1. Market Research
2. Risks of Importing
3. True Upside

All things the successful category buyers understand. Simply exploring these three crucial aspects of sachets can turn category decline into significant growth.

1. Market Research

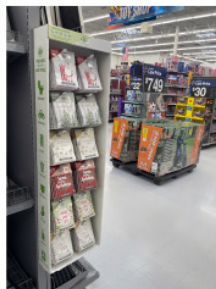
Don't be a guinea pig. If you want to be successful with sachets, look to brands that have sustained a presence in the retail market.

A real retail presence looks like this:

at home



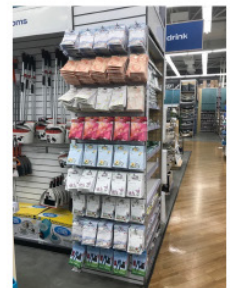
Walmart



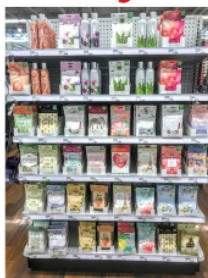
DOLLAR GENERAL



BED BATH & BEYOND



meijer



Burlington



Kirkland's



FAMILY DOLLAR

Coming
December
2021

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Don't settle for this as proof of success:



If a supplier can't point to **several instances** of major retail success with sachets, don't volunteer to be their guinea pig. Your category deserves better.

2. Risks of Importing

The reason millions of Americans love sachets is the consistent and long-lasting scent.

Despite their simple appearance, sachets are a highly complex product for manufacturers. It's important for buyers to understand that fragrances in sachets are much more volatile than fragrances in other products such as candles, reed diffusers, or room sprays.

Inevitably, after scent-volatile sachets sit for weeks on a container ship battling extreme swings in temperature and moisture, that consistency and longevity is greatly compromised.

When customers don't experience scent consistency and longevity, they won't buy that sachet a second time.



The most successful buyers understand the risks of importing sachets and heavily weight their assortment with Made-In-USA sachets.

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3. True Upside

The tragic reality is most buyers don't understand the true category-changing upside of sachets. Instead, sachets are viewed as an add-on or a filler product. Sadly, this leads to many buyers being content with under-performing programs.

Below is a breakdown of four same-sector retailers we've worked with.

	Retailer A	Retailer B	Retailer C	Retailer D
Understands Sachet Upside	YES!	YES!	YES!	NO
Approximate Number of Sales	40	250	900	550
Annual Sachet Sales	\$550,000	\$650,000	\$7,000,000	\$225,000

Understanding the true upside of sachets is so often the difference in hundreds of thousands or even millions in revenue. When you know just how impactful sachets can and should be, you are one step closer to maximizing your category's potential... and three steps ahead of your competition.



To maximize your sales and profit:

- Get market research on sachets
- Know the risks of importing sachets.
- Internalize the true upside of sachets.

Just by reading this, you know more about sachets than 90% of retail buyers.

Now, go grow your sales!