



INTRODUCTION OF SMELLY

www.smelly.gift

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Chapter. 01

Brand Identity





- state-of-art secret weapon, the savior against world's evil odor, "Smelly"

Dr. Smell, who was born with extremely sensitive olfactory sense,
suffered from bad odor and decided to save humanity from it.

And so he started a project with scientists to develop a powerful weapon against all types of bad odor in the world.

That is how '**Smelly**' was created. Now, together, they began a battle against odor.



Socks & Shoes

Sock & Shoe deodorization spray

If your feet and socks stink,
shake and spray Smelly 3-5 times in the shoes.
Now you don't have to worry about
taking off your shoes.



Toilet Perfume

Toilet deodorization spray

Before using the toilet,
shake and spray Smelly
3-5 times into the toilet.
The fragrant oil layer will remove odor
and leave only pleasant fragrance.

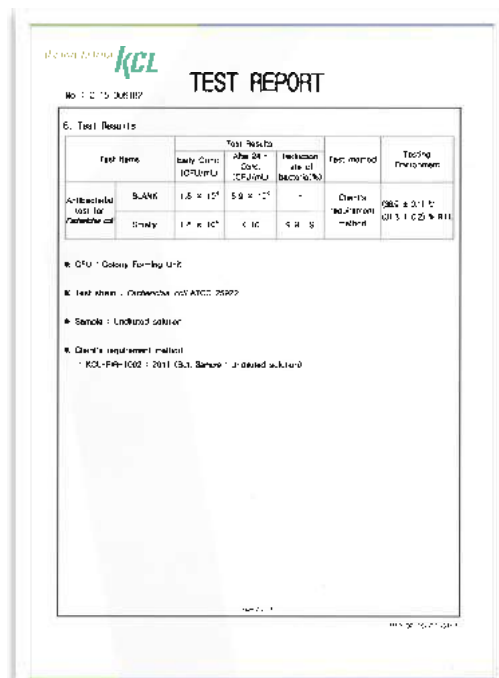
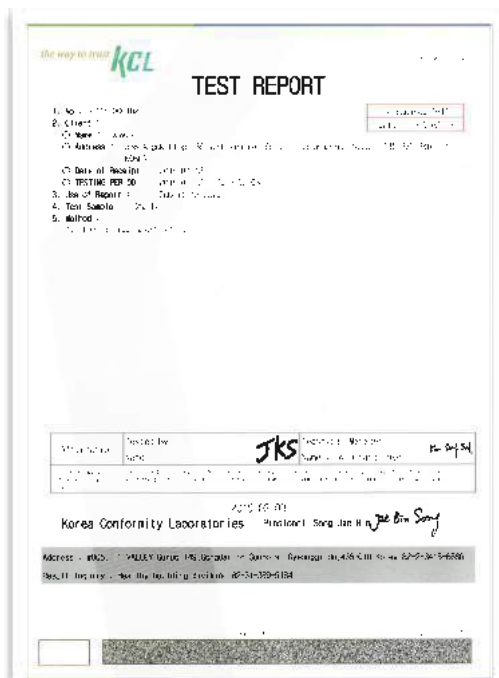
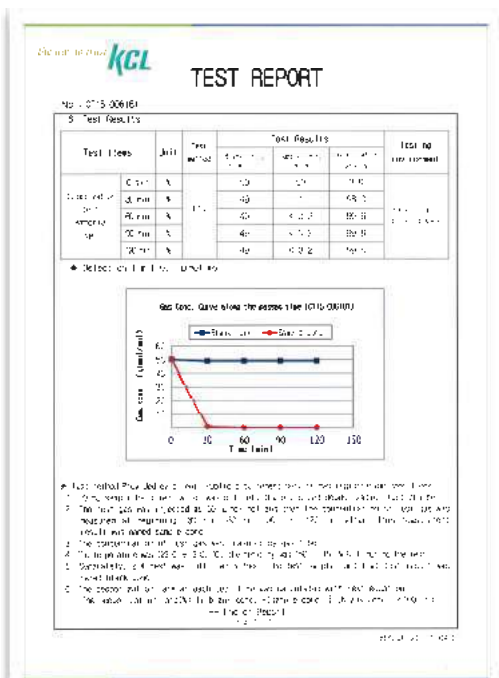


Room & Fabric

Indoor & fabric deodorization spray

If you don't want people to know
what you ate yesterday,
spray Smelly Fabric Perfume.
Real fashionistas care to smell good as well.

EFFECT



99% Anti-bacterial effect
& Deodorization

Korea Conformity Laboratories

Tests conducted by KCL(Korea Conformity Laboratories)
shows that Smelly kills 99% of bacteria as well!

Smelly cares about your health.

It is a great gift for yourself and your friends
and you can trust Smelly's powerful effect!!

Safety is the top priority of Smelly

YOUR PARTNER FOR THE BEST QUALITY

검 사 성 적 서
TEST REPORT

자 가 검 사 번 호 : F-A10B-A008001-A150 2/4

붙임1. 검사결과(1)
1.1 유해성분의 기준

번호	검사항목	단위	한정기준	검사결과	합부합성
1	중금속(카드뮴)	mg/kg	12 이하	불검출	합격
2	해안물	mg/kg	2.000 이하	불검출	합격
3	산성 에틸렌	mg/kg	100 이하	불검출	합격
4	니트로벤젠	mg/kg	50 이하	불검출	합격
5	3-옥소-2-프로판일 부틸 카바미산	mg/kg	8 이하	불검출	합격
6	클로로칼	mg/kg	2 이하	불검출	합격
7	트리카르보메틸렌	mg/kg	2.1 이하	불검출	합격
8	벤젠	mg/kg	20 이하	불검출	합격
9	대안화물소	mg/kg	5 이하	불검출	합격
10	은	mg/kg	2.4 이하	불검출	합격

KTRI KOREA TESTING & RESEARCH INSTITUTE

YOUR PARTNER FOR THE BEST QUALITY

검 사 성 적 서
TEST REPORT

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붙임1. 검사결과(2)
1.2 검출물

#	검사항목	합부합성
	이물질의 혼입 및 기타 오염이 없어야 한다.	합격
	유해성 폐기물(하) 및 폐기물 부피 등 위험부담이 없어야 한다.	합격
	구조는 안전성 결함이 없어야 하고, 내충격성이(새) 있어야 한다.	합격
	(에어)를(제품)에(해당) 고압가스 안전관리법에(관련) 적합한 용기를(사용)하여야 하며, 분사 후(제품)이(잔류)하여야 한다.	합격
	안전성은(용기)로부터(출력)이(안전)하여야 한다.	합격

1.3 용기(검출) 및(누수)

#	검사항목	합부합성
	"유해물질(제품)의(검출) 및(안전) (표)기준, (제) 관련(용기) 안전기준(제품)에(이)상이(없)어야 한다."	합격
	"유해물질(제품)의(검출) 및(안전) (표)기준, (제) 관련(용기) 안전기준(제품)에(이)상이(없)어야 한다."	합격

1.4 중량/용량/체적

#	검사항목	표시사항	검사결과	합부합성
	"중량/용량/체적의(검출) (표)기준, (제) 관련(용기) 안전기준(제품)에(이)상이(없)어야 한다."	표시사항	표시사항	합격

KTRI KOREA TESTING & RESEARCH INSTITUTE



"Smelly" acquired the TR mark!

All "Smelly" products passed safety test for potential risk products conducted, tested by KTRI (Korea Testing & Research Institute)

The TR mark system is intended to certify products that meet an evaluation criteria for protecting consumers from safety hazards and improve product quality

Chapter. 02

Projects & Key Buyers



Smelly is supplied to the following buyers
as a **PB(Private Brand) product:**



LSIS Overview

Company Name : LSIS Co., Ltd

Sales(2014) : 2,225(million USD)

Employees : 3,500

Headquarter: Anyang-si, Korea

Overseas subsidiaries - Dalian, Wuxi, Hanoi,
Dubai, Amsterdam, Tokyo, Chicago & many

7 branches of LSIS (LS Industrial Systems)

12,000 large-size toilet perfume products (150ml) supplied per year.

PROJECT

— Buyers —

Smelly is supplied to the following buyers
as a **PB(Private Brand) product:**



THE E·LAND
The name of knowledge company



Modern House Space (E-LAND)

Supplied as PB products since October 2015

Toilet perfume & Socks&Shoes products over 10,000 supplied as of April 2016



Dr. AirWair Martens x SMELLY Collaboration Project



3,000 units sold out
in just one month after launching!



▲
Supplied to 48 stores



ART BOX

Supplied to 46 stores

15 stores operate the “Smelly Zone”. Expanding nationwide!



MOU(memorandum of understanding) with Coupang!!



Coupang Overview

Company Name : Coupang
Sales(2014) : 2,225 mil. USD
(Largest social-commerce company in Korea)

**10,000 units sold in 9 month
after launching!**

PRODUCT

— Export —



Far East Plaza, #03-99, 14 Scotts Road
Singapore

An all-Korean beauty skincare store offering
the latest Korean brands.
Pride ourselves as the only store
which brings brands which are not available here.



HYUNDAI
Department Store



HYUNDAI DEPARTMENT STORE

- Apgujeong Branch
- Trade Center Branch
- Sinchon Branch
- PanGyo Branch

PanGyo Branch



Apgujeong Branch



B1 Foods & Livings







Sinchon Branch



Chapter. 03

Products



Toilet Perfume [55ml]



**Fresh
Citron**



**Sweet
Manguaba**



**Awesome
Grapefruit**



**Cherry
Jubilee**



**White
Peach**

Retail Price

\$ 12.36 USD (FX rate : 1USD=1132KRW)

Main ingredients: Hinoki cypress water

Socks & Shoes [55ml]



Champagne



Musk Mint



Pacific Ember

Retail Price

\$ 11.48 USD (FX rate : 1USD=1132KRW)

Main ingredients: tea tree water

Room & Fabric Mist [250ml]



**Laundry
Day**



**White
Blossom**



**Sweet
Garden**



**Bamboo
Forest**



**Lovely
Peach**



**Real
Grapefruit**

Retail Price

\$ 20.31 USD (FX rate : 1USD=1132KRW)

Main ingredients: rosemary water, chamomile water

Room & Fabric Mist [60ml]



**Laundry
Day**



**White
Blossom**



**Sweet
Garden**



**Bamboo
Forest**



**Lovely
Peach**



**Real
Grapefruit**

Retail Price

\$ 9.71 USD (FX rate : 1USD=1132KRW)

Main ingredients: rosemary water, chamomile water

GIFT BOX [3 * 55ml]



Retail Price

\$ 33.55 USD (FX rate : 1USD=1132KRW)

Room&Fabric 55ml / ToiletPerfume 55ml / Socks&Shoes 55ml

Upcoming New Products



Vehicle Perfume

Car deodorization spray

If your precious car has bad odor,
try spraying Smelly.

It will go all the way to your fragrant future.



Secret Perfume

Feminine deodorization spray

On the days you feel extremely sensitive,
having to care about the smell can be very tiring.

Try Smelly that will not only deodorize
but also lift up your mood!

It will keep your secret in check.



Pet Perfume

Pet deodorization spray

Are you worried about
your lovely pet having bad smell?

Try Smelly pet deodorization spray
to enhance their loveliness!

Smelly will protect your pet from bad odor.

Chapter. 04

Social Contribution





Overseas Child Sponsorship Project

"Save the Children"

LET'S SAVE THE WORLD



스멜리의 따뜻한 향기는
전 세계로 퍼져 나갑니다.

스멜리 제품의 판매를 통해 얻어진 수익금의 일부는
매달 전세계의 고통받는 아이들에게 전달됩니다.

소문난 과학자 Dr.스멜은 생각합니다.
세상에 향기를 채우는 방법이 꼭 '향기' 그 자체를
전달하는 것만이 아니라 아름다운 (마음) 과 (전심)
을 전달하는 것일 수도 있다고 생각합니다.

Smelly's warmth spreads
around the world.

Part of our profit from Smelly products
goes to children who are suffering
around the world.

Dr.Smell believes spreading the love
and genuine sympathy is another way
to fill the world with fragrance.

A cartoon character with a blue face, wearing a white lab coat and a blue gas mask. The character is holding a globe of the Earth behind its back.



THANK YOU