



1/4

CarFreshener (UPDATED)

Users would be able to print and customize their own car fresheners.

Target group

1: Families with kids and 2: Young people driven by design & innovation

Observation

Families with kids, and people liking innovation and feeling identity as something important in their lives. Also users that look for practical, multifunctional objects.

Conclusion

Families would like to have a personalized and customizable item in their cars.



Solution

Persons would be able to print themselves (or something they like, like their pet) into an air freshener. They could chose the fragrance, colour and so. They would have a customizable item instead of the normal and common ones they sell in the market. Car fresheners would be printed in paper pulp based filament that can be “refilled” with scented oil or even user’s own perfume, once the smell has worn out.

2/4 CarFreshener (UPDATED)

Users would be able to print and customize their own car fresheners.



The car fresheners would be printed in **paper pulp based filament** that can be "refilled" with scented oil or user's own perfume, once the smell has worn out.

Need addressed by this product

Material would be paper pulp-based filament infused with smell. Once this smell is worn out, users could add scented oils or their own perfume to bring back the smell.

<http://www.javelin-tech.com/3d-printer/making-molded-pulp-packages-in-low-quantities/>
<https://www.youtube.com/watch?v=Nkj6yrqfnSs>

Status: 23.09.2018

3/4 CarFreshener (UPDATED)

Users would be able to print and customize their own car fresheners.

Paper pulp based 3D printed objects



Paper based material would be absorbent enough to be infused with scented oils or perfumes, and it would be **ecofriendly**. "We developed a way where we can make a 3D printable paper material, not only from just any paper, but from recycled news-print." – Ronald Rael, 2015

Further elaboration of the product

Paper pulp would be absorbent enough to be infused with scented oils or perfumes. And it would be ecofriendly.

<http://www.javelin-tech.com/3d-printer/making-molded-pulp-packages-in-low-quantities/>
<https://3dprint.com/75047/3d-printed-architecture/>

Status: 23.09.2018

4/4 CarFreshener (UPDATED)

Users would be able to print and customize their own car fresheners.

Creative's profile



oxelot PRO

Graphic and Product Designer

Creative's top 5 skills

Illustration, Photography, Product Design, Packaging Design, Communication Concept

Third party materials used

http://mashbac.com/wp-content/uploads/2017/08/https-blueprint-api-production.s3.amazonaws.com/uploads/card_image_568598_e9859c57-3963-479a-8479-40869a01066b.jpg

<https://felt.co.nz/user-images/itemuploads/u6471/i503390/l.jpg>

https://i.etsystatic.com/14113359/c/1884/1496/118/0/il/8ee27a/1439996949/il_340x270.1439996949_1

<https://i1.wp.com/thegreendivas.com/wp-content/uploads/2013/08/Tree-Air-Freshener.jpg>

https://st3.depositphotos.com/6408672/17775/i/1600/depositphotos_177758626-stock-photo-drop-falls-from-a-pipette.jpg

<https://static3.bigstockphoto.com/0/3/2/large1500/230583685.jpg>

<https://3dprint.com/wp-content/uploads/2015/06/rael-paper3.png>