

# FRESHENERS

[www.martalafarfalla.it](http://www.martalafarfalla.it)

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**MARTA LA FARFALLA**

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# INNOVATION & HISTORY

Marta La Farfalla is a Fra-Ber brand founded in 2014 as a car freshener. Today, the brand has extended its range of fresheners to air freshener sticks, scented sheets for wardrobes and drawers and spray versions used for every occasion. Marta La Farfalla distinguishes itself from all other competitors for:

## DESIGN

Protected by copyright law, authentic and innovative. The back makes the butterfly unique and has been designed and made in order to increase the air contact surface and, as a result, the diffusion of the fragrance in the vehicle/room. The option of increasing or reducing the diffusion of air from the vents means the fragrance is released gradually.

## QUALITY

Its composition makes Marta La Farfalla durable and lightweight at the same time (without making your hands or other parts of the vehicle greasy), 30% of the perfume encapsulated in the plastic promotes and guarantees durability, even after several months, gradually releasing a light fragrance. The gradual release of the fragrance means that all the nuances are appreciated without being too strong.

## FRAGRANCES

An accurate selection of fine Italian and French fragrances. Each fragrance has its story, each story has its colour...

**MARTA LA FARFALLA**



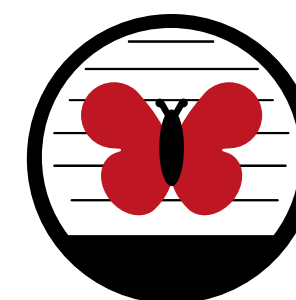
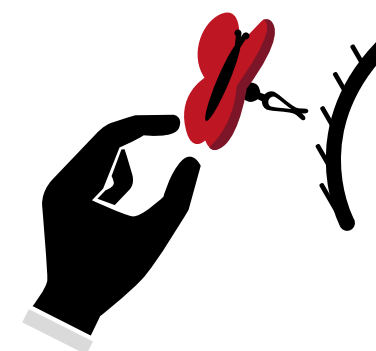
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## DIRECTIONS FOR USE

### EASY TO ASSEMBLE

Open the box and fit the product on the air vents using the special hook. The supply can be adjusted and you can extend the duration of the perfume by reducing the air flow from the vents. The product can also be used as an air freshener for the environment.







**STRAWBERRY**  
Pleasant fanciful and fruity colour arrangements featuring a delicate core with a scent of strawberries and wild berries that have an enveloping and persistent fragrance. A delicious and irresistible fragrance that inebriates and blends with the intense scent of blueberry, raspberry and blackberry.

Packaging	24 PCS
Code Item	75230



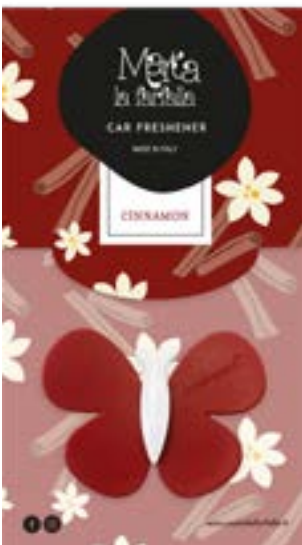
**BLUE ICE**  
A strong burst of freshness, of a growing buzzing energy galvanizes the senses, as if overwhelmed by the grip of extreme cold. This vibrant and enveloping feeling of freshness is given by the combination of fruity notes that meet the more vibrant notes of flowers. The composition is dominated by the aromatic middle notes that blend with sensual and vibrant woody fragrances.

Packaging	24 PCS
Code Item	75229



**SILVER WATER**  
This fresh and sporty, energetic and dynamic fragrance immediately transmits a feeling of freshness, which so intense thanks to the aquatic fragrance reminiscent of the sea. Its overflowing energy is released through the essence of peppermint and lavender, which evoke the foamy waves of the sea. The enveloping middle notes of jasmine, sandalwood and musk let your mind wander and imagine the swirling and intense view of flowing water.

Packaging	24 PCS
Code Item	75228



**CINNAMON**  
With this fragrance, Marta La Farfalla intends to give space to the archetype of spices: cinnamon. The latter is used to enhance the most delicious desserts and the most sophisticated dishes. It has a pungent and long-lasting scent, suitable for those who love to always be able to smell and release perfume into the room. A fragrance with a strong and determined personality.

Packaging	24 PCS
Code Item	78761



**VANILLA & GINGER**  
A provocative fragrance originates from the combination of the sweet notes of vanilla and the pungent character of ginger. A delicate and at the same time persistent fragrance, a journey through the spicy aromas typical of the bazaars of Istanbul.

Packaging	24 PCS
Code Item	75226



**SICILY**  
The sparking green and citrusy notes emerge to release an intense fragrance, punctuated by cheerful fruity accents that evoke the Mediterranean cheerfulness of Calabrian bergamots, Sicilian lemon leaves and basil, Tunisian orange blossoms and the flowers of Moroccan grapefruit trees.

Packaging	24 PCS
Code Item	75227





**BLACK ORCHID**  
A floral bouquet with a dominant essence, that of a black orchid. The deep, intense, almost narcotic, sensual, seductive and mysterious perfume of orchids recalls the graceful harmony of exotic gardens. A mix of unusual, voluptuous and noir fragrances, featuring top notes with an intense and strong character (currants, grapes, bergamot), sweet base notes (sandalwood, vetiver, patchouli) and the middle notes of the black orchid, which give the fragrance an incredible intensity and persistence.

Packaging	24 PCS
Code Item	75224



**PINK ROSES**  
A specifically sophisticated feminine fragrance like the scent of roses and delicate as its colour. Its fragrance is reminiscent of the scent of rose petals dipped in the water of a cold stream that flows between flowering plants in a secret garden. It transmits the desire to remember the good memories of times spent in the distant past.

Packaging	24 PCS
Code Item	76392



**BLACK FOREST**  
The cold, winter air recalls the deep, sonorous notes of this fragrance: precious cardamom tips with their enveloping and exotic glamour combined with the sharp freshness of black basil. All completed with the gentle strength of black pepper. Black Forest is a clear recollection of central European forests where the morning dew does not dispel with the first rays of sunlight and the coolness of the trees quenches the spirit of time.

Packaging	24 PCS
Code Item	75632



**XXL CINNAMON**  
With this fragrance, Marta La Farfalla intends to give space to the archetype of spices: cinnamon. The latter is used to enhance the most delicious desserts and the most sophisticated dishes. It has a pungent and long-lasting scent, suitable for those who love to always be able to smell and release perfume into the room. A fragrance with a strong and determined personality.

Packaging	14 PCS
Code Item	78764



**XXL BUBBLE**  
Marta La Farfalla Bubble recalls the most famous American chewing gums much beloved in the 1990s. There is only one way of defining its scent: “sugary”. At first, you’ll immediately be overwhelmed by a set of fruity notes. Suitable for women keen on sweet flavours and who are always up for a party!

Packaging	14 PCS
Code Item	79178

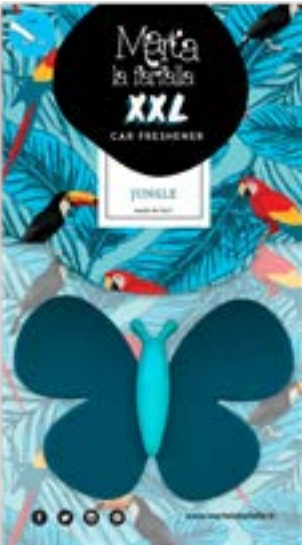


**XXL LIME**  
Feeling carried away by the refreshing lime-scented fragrance of Marta La Farfalla is a unique experience. This air freshener encapsulates all the typical characteristics of the most pungent citrus fruit: lime. Thanks to its valuable green peel, one can create fresh and crispy notes that come together to create an atmosphere typical of tropical countries such as Malaysia and India, where this citrus fruit comes from and where the sailors used to pick it to export it before it became a popular fruit worldwide.

Packaging	14 PCS
Code Item	79179







XXL JUNGLE

The sun’s essence after a storm in a jungle. This is the image Marta La Farfalla XXL Jungle draws inspiration from. A landscape that does not go unnoticed, with sunrays reflected in drops of dew, releasing intense and vivid colours. A mix of warm, smooth, captivating olfactory... and spellbinding notes.

Packaging	14 PCS
Code Item	77455



XXL FRUITY

An intense, invigorating and inviting fragrance. An irresistible mix of olfactory notes reminiscent of the yellow and orange shades of tropical fruit, like mangoes and papayas. Marta La Farfalla XXL Fruity: a hymn to fine weather.

Packaging	14 PCS
Code Item	77453



XXL FLORAL

Una profumazione eterea. Marta La Farfalla XXL Floral è la riproduzione dei profumi della natura durante la primavera quando i fiori iniziano a sbocciare rilasciando le note olfattive più intense ed emozionanti. Gli aromi di una stagione caratterizzata dalla spontaneità, leggerezza ed eleganza.

Packaging	14 PCS
Code Item	77454



XXL RED FRUITS

Usually meant for summer, fruity olfactory notes are also suitable in winter. One just needs to choose the right fruits: blackberries, blackcurrants, raspberries and blueberries characterise Marta La Farfalla Red Fruits. Their flavour is fresh and tart and they convey the same sensations in fragrances, creating an unusual contrast. The secret lies in the balance between the freshness of blackberries and the sweetness of blueberries. For all those keen on a versatile fragrance.

Packaging	14 PCS
Code Item	79180





MARTA LA FARFALLA XXL  
LIMITED EDITION

CAR FRESHENER







VELVET NIGHT

A pleasantly cold perfume for men with a fresh and youthful edge. A breezy fragrance that conveys a memorable fresh touch to the room. The colours of this air freshener recall the elegance and silence of night time.

Packaging	10 PCS
Code Item	78649



FETCH PINK

This air freshener exudes cheerfulness and light-heartedness. Marta Fetch Pink is suitable for all those who love floral perfumes. Its refined fragrance releases the typical notes of a floral bouquet of wild flowers, which convey a varied and yet harmonious and airy touch.

Packaging	10 PCS
Code Item	78648



CLOUD TOUCH

Marta Cloud Touch spreads a woody cloud into the air, releasing a touch of woody-like and spicy notes into the room. Its distinctive perfume is suitable for those who want to add a personal touch to the room.

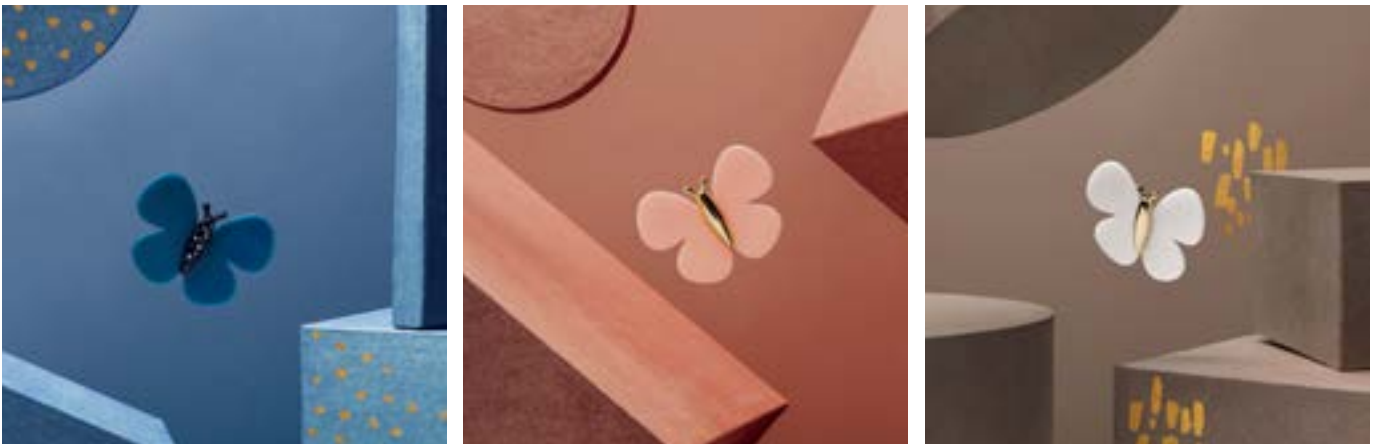
Packaging	10 PCS
Code Item	78647



BLUSH PARFAIT

Expressing elegance and refinement in an air freshener is not impossible. Marta Blush Parfait perfectly embodies all the features of those who seek a sophisticated perfume characterised by irisy notes.

Packaging	10 PCS
Code Item	78646



# MARTA LA FARFALLA HOME

## AIR FRESHENER

Air freshener sticks, with long-lasting fine Italian and French essences, carefully selected like all Marta La Farfalla fragrances. The best way to freshen the air with your favourite fragrance gradually and with a prolonged effect.







BLACK FOREST

**DIRECTIONS FOR USE:** remove the lid of the bottle and replace it with the one provided, dip the sticks into the liquid and wait a few seconds so that the fragrance is absorbed by the sticks and gradually released upwards. For more intense diffusion, we recommend regularly turning the sticks upside down.

Packaging	100 ML - 6 PCS
Code Item	76808



BLACK ORCHID

Packaging	100 ML - 6 PCS
Code Item	76804



VANILLA & GINGER

Packaging	100 ML - 6 PCS
Code Item	76805



AMBER

Packaging	100 ML - 6 PCS
Code Item	76807



LAVENDER

Packaging	100 ML - 6 PCS
Code Item	76806



# MARTA LA FARFALLA CARD

PERFECT TO SCENT SMALL SPACES.



## CARD FRAGRANCES



**BLACK FOREST**  
**DIRECTIONS FOR USE:**  
Open the package and hang or place the label directly in the drawers and cupboards. It can also be used in luggages and cars.

Packaging	20 PCS
Code Item	76763



**BLACK ORCHID**

Packaging	20 PCS
Code Item	76761



**VANILLA & GINGER**

Packaging	20 PCS
Code Item	76762





CARD FRAGRANCES



CAMELLIA KIT 3 PCS

Packaging	20 KIT
Code Item	79114



COTTON FLOWER KIT 3 PCS

Packaging	20 KIT
Code Item	79113



LAVENDER KIT 3 PCS

Packaging	20 KIT
Code Item	79115



MARTA LA FARFALLA  
SPRAY

AIR FRESHENER

The Marta La Farfalla brand expands its range with 5 spray air and car fresheners (250ml) with mini sprayer. All items are produced in Italy, with fragrances specifically selected to have a long-lasting action.





DESERT PLANTS

A mysterious and almost wild perfume. One can sense the woody notes highlighting the inspiration from the warm lands of the Sahara deserts. All the ingredients convey a perfect intensity to the perfume.

Packaging	250 ML - 7 PCS
Code Item	78572



PEONY ROSE

An elegant and sensual fragrance, reminiscent of a bouquet of rose and white peonies. An easily recognisable and unforgettable scent, with vanilla base notes.

Packaging	250 ML - 7 PCS
Code Item	78570



SPRINKLE LILY

A fragrance for those who love to always feel the effect of a clean and freshly scented room. A green, refreshing perfume featuring marine and herbaceous notes.

Packaging	250 ML - 7 PCS
Code Item	78573



VIOLET BLOOM

A fresh perfume with a subdued floral tone. The olfactory notes standing out in this perfume are violet, lily of the valley and the sweeter ones of mimosa.

Packaging	250 ML - 7 PCS
Code Item	78571



COTTON FLOWER

A memorable fragrance suitable for any room. A scent of talc that persists in the room without tiring, giving you the feeling of a familiar environment.

Packaging	250 ML - 7 PCS
Code Item	78569





# MARTA LA FARFALLA LIMITED EDITION

AIR FRESHENER



SPRAY LIMITED EDITION FRAGRANCES



ARAB OPULENCE

A warm and deeply enveloping scent. A fragrance reminiscent of the Arab countries featuring the predominantly brick-coloured buildings and the endless desert expanses. The Orange Peel essential oil gives a more “pungent” appearance, which quickly becomes smooth and velvety thanks to Patchouli. Finally Cardamom offers an aphrodisiac touch with its floral notes.

Packaging	250 ML - 6 PCS
Code Item	78608



LAUREL BAY

Extremely fresh and aromatic. The native perfume of Mediterranean coastal areas. An air freshener containing essential oils such as Eucalyptus Globulus, giving a balsamic effect, Cornmint, which is reminiscent of wild mint and finally thanks to the Lavandin Grosso, the scent retains its delicacy and roundness.

Packaging	250 ML - 6 PCS
Code Item	78611



GOLDEN ARABIA

Emblem of the grandeur and opulence of the most recent Arab cities, a symbol of wealth and predominance without ever forgetting their origins. An Arab-inspired fragrance predominantly characterised by Frankincense, which adds the typical olfactory notes of incense.

Packaging	250 ML - 6 PCS
Code Item	78610



SPRAY LIMITED EDITION FRAGRANCES



WILD FIG

An inspiration from Greek-Roman culture, at the base of the civilizations around the Mediterranean Sea, one of the sweetest fruits originated: figs. A scent made of contrasts: sweet and sharp at the same time, with its green gourmand notes. It encapsulates all the essence of figs: the leaf, the fruit and the bark.

Packaging	250 ML - 6 PCS
Code Item	78609



INDIAN ECHO

An ‘irisy’ and yet fougère perfume. Vetiver is able to give persistence and personality to the fragrance thanks to its woody touch featuring vibrant earthy hints with a peculiar fruity base typical of Petitgrain. A memorable essence like the bright colours of India.

Packaging	250 ML - 6 PCS
Code Item	78621







**PINK ROSES SPRAY**  
Air and car freshener with fine long-lasting fragrances. Designed to release a pleasant fragrance and eliminate unpleasant odours such as smoke, humidity, animals, etc. It conveys a feeling of a scented and hygienic environment.

Packaging	150 ML - 12 PCS
Code Item	76391



**FEMALE BLISTER PACK V2**  
Display for the blister packs and 150 ml Marta la Farfalla Pink Roses spray.

Butterfly	10 PCS FOR HOOKS - 4 HOOKS PER SHELF - 4 SHELVES = 160 PCS MIXED FRAGRANCES
Spray	7 PCS AT THE FRONT - 5 PCS DEPTH-WISE = 35 PCS
Packaging	1 PC
Code Item	76500



**FEMALE PALL-BOX V.3A**  
Self-assembling display for 150 ml Marta la Farfalla Pink Roses spray.

Tirella	9 PCS PER CELL - 6 CELLS = 54 PCS
Packaging	1 PC
Code Item	76496



**DISPLAY**  
Display for 24 pcs of Marta La Farfalla packs.

Packaging	1 BOX X 24 PCS
Code Item	75190



**DISPLAY XXL**  
Display for 12 pcs of Marta La Farfalla XXL packs.

Packaging	1 BOX X 12 PCS
Code Item	78085





**DISPLAY MARTA LIMITED EDITION SPRAY FRAGRANCES**  
Display designed with 20 spaces in order to tadily show all the Marta La Farfalla Spray Limited Edition in a shop. It's also possible to provide a tester for each fragrance in order to let the customers try it.

Packaging	1 PC
Code Item	79209 Expo 79244 Base Marta Spray Limited Edition



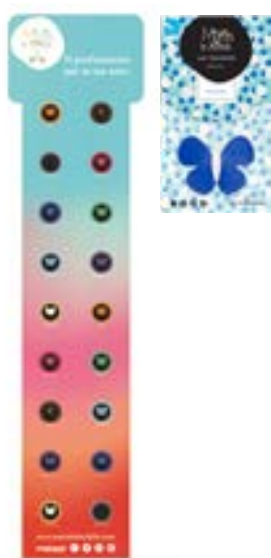
**DISPLAY MARTA SPRAY FRAGRANCES**  
Display designed with 25 spaces in order to tadily show all the Marta La Farfalla Spray Basic in a shop.

Packaging	1 PC
Code Item	79209 Expo 79211 Base Marta Spray



**DISPLAY MARTA MIXED FRAGRANCES**  
Display designed in order to tadily show all the Marta La Farfalla fragrances: home fragrances with sticks, Spray basic fragrances, perfumed cards kit and Marta La Farfalla limited edition for car and small rooms application.

Packaging	1 PC
Code Item	79209 Expo 79210 Base mix



**HANGER**  
Hanger with mixed Marta La Farfalla fragrances; 2 hangers per pack.

Tirella	1 PC = 18 MIXED FRAGRANCES
Packaging	2 PCS
Code Item	76464



# INNOVATION & HISTORY

“Hello, my name is Bean and I am your favourite car air freshener.”

Why? Because you can choose your Bean not only according to colour or scent.

Bean is the only car air freshener that matches your mood and your attitude.

And you, what mood are you in today?

Bean Sporty: intense and full-bodied.

Bean Balance: light and bubbly.

Bean Glamour: literally intoxicating.

Bean Casual: fruity and fresh.

Bean Classic: stylish and refined.

## **COPYRIGHT**

The attention to detail applied in our products is directly proportional to the attention given to our clients. Fra-Ber is proud of its creations and protects the creativity and expertise by patenting and protecting the design and composition of its range of specific products for every requirement.

## **DESIGN**

The back of Bean is designed by the team of Fra-Ber engineers and is made so as to increase the contact surface with the air and consequently the diffusion of the fragrance in the vehicle/ environment. Furthermore, having the option of increasing or decreasing the air output of the vehicle's vents allows a gradual release, according to one's preferences.

## **QUALITY**

The quality of Bean reflects the quality that Fra-Ber has diffused in more than 60 countries worldwide for over 30 years. Fra-Ber is a company specialised in making vehicle care products and studies every detail to meet customer needs through innovation and research.

**BEAN**  
Your car freshener

**[www.thebean.it](http://www.thebean.it)**

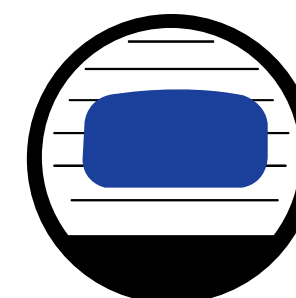
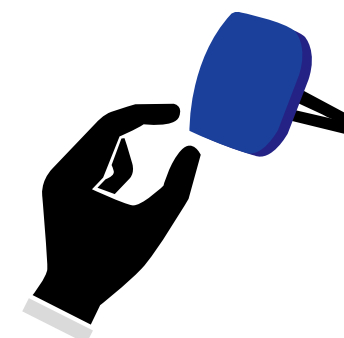




## DIRECTIONS FOR USE

### EASY TO ASSEMBLE

Bean is disassembled inside each pack. Both parts of the body of Bean are included in a poly bag that allows the fragrance not to disperse before use. The two parts are coupled together and Bean will be ready for use. Install it by simply applying it to the air vents of your vehicle, switch the ventilation system on to the desired speed.





CASUAL

Its fragrance is reminiscent of outdoors, fruity and pungent, fresh and aromatic, finishing off with cedar wood, suitable for those who love the outdoors and a relaxed lifestyle.

Packaging blister	12 PCS
Code Item	76385



Packaging in box	12 PCS
Code Item	76101



SPORTY

Light blue, for those who feel sporty and love to always be on the move. An intense and full-bodied fragrance.

Packaging blister	12 PCS
Code Item	76384



Packaging in box	12 PCS
Code Item	76100



CLASSIC

Bean Classic: black for excellence; stylish and sought after just like saffron; a mysterious trail with woods and amber; suitable for those who are convinced that classic is always the best choice.

Packaging blister	12 PCS
Code Item	76387



Packaging in box	12 PCS
Code Item	76103



ROCKABILLY

An extremely crisp and intriguing scent that is suitable for young people with a creative and eclectic personality.

Packaging	12 PCS
Code Item	78157



BRITISH

A classic that never tires. The elegance of a style represented by a memorable fragrance.

Packaging	12 PCS
Code Item	78156



SUMMERLOVER

Dedicated to all tropical landscape enthusiasts. A warm fragrance reminiscent of the scent of exotic fruits.

Packaging	12 PCS
Code Item	78158





FRAGRANCES



**BALANCE**  
For zen personalities. Its colour is green and smells of bergamot; delicate, light and bubbly.

Packaging blister	12 PCS
Code Item	76388



Packaging in box	12 PCS
Code Item	76104



**GLAMOUR**  
Its scent is literally intoxicating and its essence is based on white flowers and fine elements such as Bourbon Vanilla.

Packaging blister	12 PCS
Code Item	76386



Packaging in box	12 PCS
Code Item	76102



RECHARGE FRAGRANCES



CLASSIC

Packaging	12 PCS
Code Item	76283



SPORTY

Packaging	12 PCS
Code Item	76280



CASUAL

Packaging	12 PCS
Code Item	76282



BALANCE

Packaging	12 PZ
Code Item	76281





RECHARGE FRAGRANCES



GLAMOUR

Packaging	12 PCS
Code Item	76284



ROCKABILLY

Packaging	12 PCS
Code Item	78791



BRITISH

Packaging	12 PCS
Code Item	78790



SUMMERLOVER

Packaging	12 PZ
Code Item	78789



BEAN  
AIR

VERSION HANGABLE





VANILLA

**DIRECTIONS FOR USE:** Do not shake it more than once a week and regularly check the lid is closed. Do not fill with too much liquid to avoid dripping.

Packaging	12 PCS
Code Item	77521



OCEAN

Packaging	12 PCS
Code Item	77522



CITRUS

Packaging	12 PCS
Code Item	77524



COCONUT

Packaging	12 PCS
Code Item	77523



STRAWBERRY

Packaging	12 PCS
Code Item	77525



APPLE

Packaging	12 PCS
Code Item	77520





**CLASSIC MAN SPRAY**  
Air and car freshener with fine long-lasting fragrances. Designed to release a pleasant fragrance and eliminate unpleasant odours such as smoke, humidity, animals, etc. It conveys a feeling of a scented and hygienic environment

Packaging	150 ML - 12 PCS
Code Item	76389



**HANGER**  
BEAN BLISTER HANGER Hanger with mixed Bean fragrances; 2 hangers per pack.

Tirella	1 PC = 18 MIXED FRAGRANCES
Packaging	2 PCS
Code Item	76624



**MALE BLISTER PACK V.2B**  
Display for the blister packs and 150 ml Bean Classic Man spray

Bean blister	6 PCS FOR HOOKS - 4 HOOKS PER SHELF - 4 SHELVES = 96 PCS MIXED FRAGRANCES
Spray	7 PCS AT THE FRONT - 5 PCS DEPTH-WISE = 35 PCS
Packaging	1 PC
Code Item	76499



**MALE PALL-BOX V.3B**  
Self-assembling display for 150 ml Bean Classic Man spray.

Tirella	9 PCS PER CELL - 6 CELLS = 54 PCS
Packaging	1 PC
Code Item	76497





**MIXED BLISTER PACK V.2C**

Display for the Marta la Farfalla and Bean blister packs and 150 ml Marta la Farfalla Pink Roses and Bean Classic Man spray.

<b>Butterflies</b>	10 PCS FOR HOOKS - 2 HOOKS PER SHELF - 4 SHELVES = 80 PCS MIXED FRAGRANCES
<b>Bean blister</b>	6 PCS FOR HOOKS - 2 HOOKS PER SHELF - 4 SHELVES = 48 PCS MIXED FRAGRANCESE
<b>Spray MLF</b>	3 PCS AT THE FRONT - 5 PCS DEPTH-WISE = 15 PCS
<b>Spray Bean</b>	4 PCS AT THE FRONT - 5 PZ PCS DEPTH-WISE = 20 PCS
<b>Packaging</b>	1 PC
<b>Code Item</b>	76498

**MIXED PALL-BOX V.3C**

Self-assembling display for 150 ml Marta la Farfalla Pink Roses and Bean Classic Man spray.

<b>Spray MLF</b>	9 PCS PER CELL - 3 CELLS = 27 PCS
<b>Spray Bean</b>	9 PCS PER CELL - 3 CELLS = 27 PCS
<b>Packaging</b>	1 PC
<b>Code Item</b>	76495



## ROTATING DISPLAY

Rotating counter display for blister.

<b>Packaging</b>	1 PC
<b>Code Item</b>	78108





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