

First African American Owned Car Air Freshener Company - FRSH Air Fresheners

America's First Black Owned Car Air Freshener Company



Los Angeles, Oct 30, 2018 (Issuewire.com) - FRSH Air Fresheners - The First African American Owned Car Air Freshener Company

America's First Black-Owned Car Air Freshener Company

FRSH Air Fresheners is a trendy car air freshener company out of Los Angeles, CA. FRSH has really been taking off, as they have sold close to 1,000 units in a little over a month since launch, with no marketing budget.

Their invention is a fashionable, modern spin on a hanging car air freshener. FRSH car air fresheners are high quality, thicker and come with a gold string to add a subtle flare. They come in custom scents of Black Ice, Vanilla & Strawberry. Because of the thickness of the air fresheners, they last almost 2 times longer than the average air freshener on the market. Each one also has a cool hip hop saying on the back with things like "Drive Slow Homie" & "Sittin' Sideways".

Donovan Brown, Founder and CEO, said "Hanging car air fresheners have been the same for years and nobody has really innovated and offered a great alternative. For so long people have bought them for

only one thing, the way they smell.” He went on to add “We offer something that both smells great and looks great in your car. I think that’s why it has been such a hit.”

[FRSH Air Fresheners](#) is the first minority-owned Air Freshener company in the USA. The founders of the company, Garrick Mitchell, Martin Weiss, Dean Parker, Donovan & Trey Brown are all childhood friends and actually, all met in Michigan at one point throughout their life. All 5 of them attended college with 2 of them attaining degrees from the University of Michigan (Dean Parker & Martin Weiss) and 2 from Howard University (Donovan & Trey Brown). Garrick, Donovan, Trey & Martin actually all went to High School together after Martin was displaced in Hurricane Katrina and had to move to Michigan to live with his cousins Donovan & Trey. They all have been friends for over a decade now.

The team of 5 came up with the idea for FRSH sitting in their apartment in Los Angeles on a Saturday afternoon brainstorming new business ideas like they often did when Trey threw out “Why don’t we do something random like air fresheners?” They all sat back, thought about it for a minute and said: “Why not?” That then led to a year and a half of going back and forth with manufacturers & packages, testing scents and designs, ultimately trying to get the product exactly like how they envisioned it. Finally, in September of 2018, FRSH became available for sale on their website [RideFRSH.com](#).

Hanging car air fresheners were invented in 1952 and since then there has been very little to update or enhance the product. FRSH aims to shake up the nearly billion dollar industry with a creative flare & taste the industry has yet to see. Over the next year, the FRSH Team plans to expand their distribution partners and retail partnerships, as well as secure funding to accelerate growth. The FRSH team is poised to make a big splash in the car air freshener industry.

If you would like more information about this topic, please call Garrick Mitchell at (248) 789-7386, or email Garrick@ridefrsh.com.

Contact: Garrick Mitchell - FRSH Air Fresheners

Phone: 248-789-7386

Email: Garrick@rideFRSH.com

Website: www.ridefrsh.com



FRSH Air Fresheners

Garrick@RideFRSH.com

(248) 789-7386

Source : FRSH Air Fresheners

See on IssueWire : <https://www.issuewire.com/first-african-american-owned-car-air-freshener-company-frsh-air-fresheners-1615417487554118>