

FRAM

Absorbs Odours With

FRESH Breeze™

CABIN AIR FILTER • FILTRE D'AIR D'HABITACLE



Baking Soda

Breathe new life into your cabin air filter sales

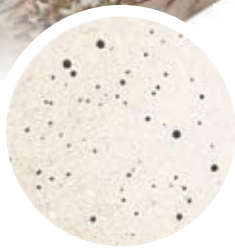
The first cabin air filter using the odor-absorbing power of baking soda!

The new FRAM Fresh Breeze™ cabin air filter is the only cabin air filter that uses the natural deodorizing qualities of Arm & Hammer® baking soda. These two powerhouse brands have joined forces to increase consumer awareness that will drive sales and category growth.

Improve your driving comfort with the FRAM Fresh Breeze™ cabin air filter

Outside air flowing through your vehicle's heating and cooling system can expose passengers to road dust and pollen.

The FRAM Fresh Breeze™ cabin air filter can filter 98% of these contaminants from the air passing through the cabin filter*.



DIRT & DUST



POLLEN



When strong consumer interest is paired with fresh, attention-grabbing packaging at the point of purchase, the new FRAM Fresh Breeze™ cabin air filter with Arm & Hammer® baking soda will be a guaranteed sale!

Easy All Around

Fresh Breeze™ cabin air filters are easy to install, usually in less than 15 minutes.

For further convenience, Fram® also offers Fresh Breeze™ replacement installation hardware kits. See next page for a complete list of kit components.

- Fresh Breeze™ Hardware kits (CFK01)



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*Road dust and pollen particles ranging in size from 5-100 microns.

