

Put a smile in the air!®



Brand Book & Product Collection 2027

Creating Automotive Brands People Love



*Manufacturer and Distributor
of Quality Automotive Products*

About Us



put a smile in the air!®

Some companies manufacture products. We create brands that people remember.

Founded in 2015 in Switzerland, Drive International AG has grown from the creator of the iconic Little Joe® car air freshener into an internationally recognized developer and manufacturer of premium automotive fragrance and car care products.

Today, our brands are available in more than **80 countries**, supported by a worldwide network of trusted distribution partners, retailers and OEM customers who share our passion for innovation and quality.

Every product begins with a simple idea: Create something people genuinely enjoy using.

From concept development and industrial design to tooling, manufacturing and worldwide distribution, every step is managed with precision, creativity and attention to detail.

To guarantee maximum flexibility and uncompromising quality, we established our own manufacturing facility in Italy in 2021, allowing us to combine Swiss innovation with Italian manufacturing excellence.

Alongside our own brands, we develop customised OEM and private label solutions for some of the world's leading automotive companies, transforming ideas into successful products distributed across global markets.

As our company continues to grow, our philosophy remains unchanged.

We don't simply create automotive products.

We create products that make people smile.

Quality without compromise

At Drive, quality is not a final inspection. It is a philosophy that guides every decision we make.

From carefully selected raw materials and certified suppliers to precision manufacturing and rigorous quality control, every product is designed to meet the highest international standards.

Our fragrances comply with IFRA standards and REACH regulations, while our production follows internationally recognized quality management principles.

Because exceptional products begin long before they reach the customer.

Sustainability

Innovation also means responsibility.

Every decision we make considers not only today's customer, but tomorrow's world.

We continuously improve our products, materials and manufacturing processes to reduce our environmental footprint while maintaining the premium quality our customers expect.

Sustainability is not a destination.

It is part of the way we think.



Our values

Innovation

We never stop improving.

Quality

Excellence without compromise.

Responsibility

Building sustainable partnerships.

Passion

Creating products people love.





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LITTLE JOE® - Standard

THE ORIGINAL.

Little Joe® is more than an air freshener. It is the original character that transformed automotive fragrance into a brand people instantly recognize and love. The one that puts a smile in the air!®



Put a smile in the air!®
all around the world



Designed in Switzerland and manufactured in Italy, **Little Joe®** combines playful design with premium fragrance technology to deliver a consistent, long-lasting driving experience. Its innovative dual-clip system fits securely into virtually every vehicle air vent, ensuring an even fragrance release while becoming a distinctive companion on every journey. Today, millions of drivers in more than 80 countries choose **Little Joe®** not only for its fragrance, but for the smile it brings to every drive.

Little Joe® is a registered trademark and design by Drive Int. AG

Logistics: Little Joe® - Standard

Product size	Master Box Size	Units per Master	Units per EU Pallet
145 x 85 x 26mm	190 x 295 x 180mm	48	8448

LITTLE JOE® - Standard

 car air freshener



Vanilla
Article-Number: EF0101
EAN Code: 7640125380101



New Car
Article-Number: EF0202
EAN Code: 7640125380118



Passion
Article-Number: EF0303
EAN Code: 7640125380125



Cherry
Article-Number: EF0404
EAN Code: 7640125380132



Cashmere
Article-Number: EF1616
EAN Code: 7640186841696



Ginger Lemon
Article-Number: EF1717
EAN Code: 7640186841092



Cedarwood
Article-Number: EF1919
EAN Code: 7640186841108



Bubble Gum
Article-Number: EF2939
EAN Code: 7640186842488



Black Velvet
Article-Number: EF0606
EAN Code: 7640125380156



Ocean Splash
Article-Number: EF0707
EAN Code: 7640125380163



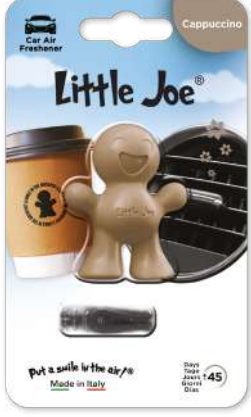
Fresh Mint
Article-Number: EF0808
EAN Code: 7640125380170



Fruit
Article-Number: EF0909
EAN Code: 7640186840415



Apple
Article-Number: EF3243
EAN Code: 7640186842563



Cappuccino
Article-Number: EF3963
EAN Code: 7640186843683



White Blossom
Article-Number: EF0273
EAN Code: 7640186846059



Wild Strawberry
Article-Number: EF1172
EAN Code: 7640186846042



Tonic
Article-Number: EF1010
EAN Code: 7640186840422



Flower
Article-Number: EF1313
EAN Code: 7640186840576



Piña Colada
Article-Number: EF1414
EAN Code: 7640186841320



Odour Neutraliser
Article-Number: EF1515
EAN Code: 7640186841719



Elegant
Article-Number: EF1869
EAN Code: 7640186846011



Sport
Article-Number: EF4170
EAN Code: 7640186846028



Litchi Rose
Article-Number: EF4271
EAN Code: 7640186846035

LITTLE JOE® - *Thumbs up*

ONE GESTURE WITH A THOUSAND EMOTIONS.

Sometimes, the smallest gesture says the most. **Little Joe® Thumbs Up** lets you share positivity, appreciation and encouragement wherever life takes you.



Put a smile in the air!®
all around the world



Whether you want to say thank you, well done, good luck or simply make someone smile, this cheerful character turns every journey into a positive statement. **Little Joe® Thumbs Up** combines premium fragrance performance with a playful design that instantly catches attention.

Give a smile. Share a message. Drive with positivity.

Logistics: Little Joe® - Thumbs Up

Product size	Master Box Size	Units per Master	Units per EU Pallet
145 x 85 x 26mm	190 x 295 x 180mm	48	8448

LITTLE JOE® - *Thumbs up*

 *car air freshener*



Vanilla
Article-Number: ET0101
EAN Code: 7640186840019



New Car
Article-Number: ET0202
EAN Code: 7640186840026



Passion
Article-Number: ET0303
EAN Code: 7640186841948



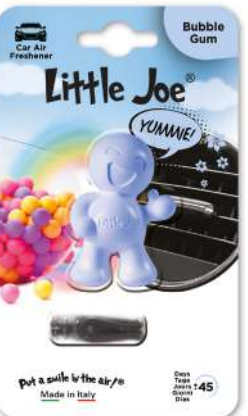
Cherry
Article-Number: ET0404
EAN Code: 7640186840460



Ginger Lemon
Article-Number: ET1717
EAN Code: 7640186842082



Cedarwood
Article-Number: ET1919
EAN Code: 7640186842099



Bubble Gum
Article-Number: ET2939
EAN Code: 7640186842501



Apple
Article-Number: ET3243
EAN Code: 7640186842587



Black Velvet
Article-Number: ET0606
EAN Code: 7640186840057



Ocean Splash
Article-Number: ET0707
EAN Code: 7640186840040



Fresh Mint
Article-Number: ET0808
EAN Code: 7640186840064



Fruit
Article-Number: ET0909
EAN Code: 7640186840453



Cappuccino
Article-Number: ET3963
EAN Code: 7640186843706



Tonic
Article-Number: ET1010
EAN Code: 7640186841917



Flower
Article-Number: ET1313
EAN Code: 7640186840033



Piña Colada
Article-Number: ET1414
EAN Code: 7640186841962



Cashmere
Article-Number: ET1616
EAN Code: 7640186842075

LITTLE JOE® Christmas / Winter Edition

 car air freshener

CELEBRATE EVERY JOURNEY. CELEBRATE THE SEASON.

The **Little Joe® Christmas & Winter Edition** brings the warmth, joy and magic of the festive season to every drive. Inspired by winter's most beloved fragrances, it creates a cosy and memorable atmosphere wherever the road takes you.

Logistics: Little Joe® - Christmas / Winter Edition

Product size	Master Box Size	Units per Master	Units per EU Pallet
145 x 85 x 26mm	190 x 295 x 180mm	48	8448



Apple Cinnamon Treat
Article-Number: EF0453
EAN Code: 7640186843164



Fresh Pine
Article-Number: EF3456
EAN Code: 7640186843195



Frosty Delight
Article-Number: EF1754
EAN Code: 7640186843171



Holiday Sparkle
Article-Number: EF1655
EAN Code: 7640186843188

48X SHELF DISPLAY (contains 4 displays of 12 units)



Outer-Display Dimension in cm	15 x 36,7 x 26
Units per Display = Export-Master	48
Displays per Europallet	96
Weight of fully assembled Display in kg	1,51

LITTLE JOE® BEST MOM & DAD

 car air freshener

BECAUSE SOME HEROES DESERVE TO BE CELEBRATED EVERY DAY.

A small gift with a heartfelt message. For Mother's Day, Father's Day, birthdays or simply to say thank you, **Little Joe® Best Mom & Dad** is a thoughtful way to show appreciation and remind someone how much they mean to you.



Best Mom

Article-Number: LO1216
EAN Code: 7640186845366



Best Dad

Article-Number: EF1016
EAN Code: 7640186845373



Logistics: Little Joe® - BEST MOM & DAD

Product size	Master Box Size	Units per Master	Units per EU Pallet
145 x 85 x 26mm	190 x 295 x 180mm	48	8448

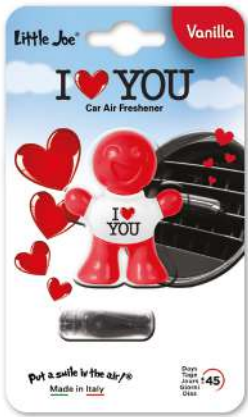
LITTLE JOE® - / ♡ ...
car air freshener

CARRY YOUR PASSION WHEREVER YOU GO.

Everyone has something they love. From those closest to your heart to the country you call home, Little Joe® I LOVE... keeps what you love close, wherever you go.



I LOVE... You



I ♥ You
Article-Number: LO2601
EAN Code: 7640125380828

12X DISPLAY



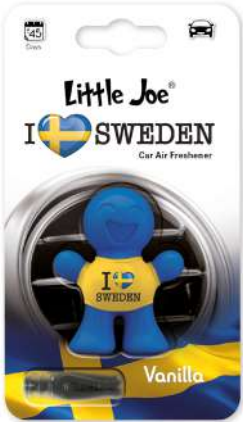
I LOVE... Countries



I ♥ Czech



I ♥ Lietuva



I ♥ Sweden



I ♥ Slovakia



I ♥ USA



I ♥ Holland

Logistics: Little Joe® - I love...

Product size	Master Box Size	Units per Master	Units per EU Pallet
145 x 85 x 26mm	190 x 295 x 180mm	48	8448

LITTLE JOE® - Soccer

 car air freshener

SUPPORT YOUR TEAM. ENJOY EVERY JOURNEY.

From local clubs to national teams, football is a language spoken around the world. The **Little Joe® Soccer** Collection lets fans express their passion while enjoying long-lasting freshness and the unmistakable smile of Little Joe®. Because every great journey is better with your team by your side.

Logistics: Little Joe® - Soccer

Product size	Master Box Size	Units per Master	Units per EU Pallet
145 x 85 x 26mm	190 x 295 x 180mm	48	8448



**I ♥ Soccer
New Car**
Article-Number: SJ0702
EAN Code: 7640186840750



**I ♥ Soccer
New Car**
Article-Number: SJ0402
EAN Code: 7640186840743

Support Your Team



Georgia
Article-Number: SJ0202
EAN Code: 7640186843119



Switzerland
Article-Number: SJ0404
EAN Code: 7640186842938



Spain
Article-Number: SJ0407
EAN Code: 7640186842945



Slovenia
Article-Number: SJ0705
EAN Code: 7640186843089



Slovakia
Article-Number: SJ0703
EAN Code: 7640186842983



Serbia
Article-Number: SJ0409
EAN Code: 7640186843003



Romania
Article-Number: SJ0101
EAN Code: 7640186843065



Portugal
Article-Number: SJ0411
EAN Code: 7640186843058



Netherlands

Article-Number: SJ0901
 EAN Code: 7640186843027



Italy

Article-Number: SJ0701
 EAN Code: 7640186842969



Hungary

Article-Number: SJ0403
 EAN Code: 7640186842921



Germany

Article-Number: SJ0401
 EAN Code: 7640186842914



France

Article-Number: SJ0704
 EAN Code: 7640186843034



England

Article-Number: SJ0201
 EAN Code: 7640186843010



Denmark

Article-Number: SJ0406
 EAN Code: 7640186842990



Czech Republic

Article-Number: SJ0412
 EAN Code: 7640186843072



Croatia

Article-Number: SJ0408
 EAN Code: 7640186842952



Belgium

Article-Number: SJ0410
 EAN Code: 7640186843041



Albania

Article-Number: SJ0405
 EAN Code: 7640186842976

12X DISPLAY



Display Dimensions in cm	9 x 25 x 15
Units per Display	12
Displays per Export-Master	18
Export-Master per Europallet	20
Weight of fully assembled Display in kg	0,33



LITTLE JOE® - Hockey

 car air freshener

MADE FOR HOCKEY FANS. DESIGNED FOR EVERY JOURNEY.

From the first face-off to the final whistle, hockey is about passion, commitment and unforgettable moments. The **Little Joe® Hockey** Collection lets fans take that passion wherever they go, combining long-lasting freshness with the unmistakable smile of Little Joe®. Because true fans take their passion everywhere.

Logistics: Little Joe® - Hockey

Product size	Master Box Size	Units per Master	Units per EU Pallet
130 x 75 x 24mm	190 x 295 x 180mm	48	8448



I ♥ Hockey
Energy
Article-Number: HJ0406
EAN Code: 7640186840323

I ♥ Hockey
Energy
Article-Number: HJ0706
EAN Code: 7640186840330

For National Teams, Clubs, Sponsors & Promo Projects



I ♥ Hockey
Sweden



I ♥ Hockey
Czech



I ♥ Hockey
United States



I ♥ Hockey
Switzerland



I ♥ Hockey
Germany



I ♥ Hockey
Canada



I ♥ Hockey
Italy



I ♥ Hockey
Skoda

LITTLE JOE® - Corporate

YOUR BRAND. YOUR LITTLE JOE®

Turn **Little Joe®** into an ambassador for your brand. Customise the colour, T-shirt and fragrance to create a unique promotional product that keeps your brand visible wherever your customers go.

Logistics: Little Joe® - Corporate

Product size	Master Box Size	Units per Master	Units per EU Pallet
145 x 85 x 26mm	190 x 295 x 180mm	48	8448

Put your brand in motion!
all around the world



CHOOSE YOUR COLOUR

CUSTOMISE YOUR T-SHIRT

CHOOSE YOUR FRAGRANCE

LITTLE JOE® - Corporate

 car air freshener

TRUSTED BY LEADING BRANDS

From automotive and energy to retail and travel, **Little Joe® Corporate** brings brands to life in a memorable way. With customised colours, designs and packaging, we create a Little Joe® that reflects your brand and keeps it visible wherever the journey goes. From global names to local favourites, every Little Joe® is created to make a brand stand out.



Malaysia Airlines



Motul

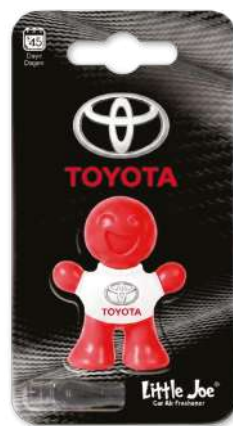


ButanGas



Osram

BRANDS IN MOTION AROUND THE WORLD



Toyota



Hyundai



Renault



Opel



No - H₂O



Jumbo



Besoft



Cashgate



Shell V-Power



Petronas



Total



DHL



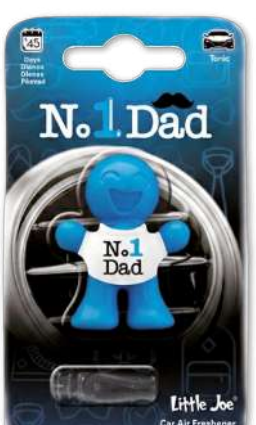
Carwash 103



GMI



Saco



N.1 Dad



TCS



Autolina



Kettwiger
Baumdienst



Total Wash



Subaru



Schweppes



Ukraine in my heart



Shell



McGard



Tempton



Renault



Artlux

LITTLE JOE® - Duopack



car air freshener

DOUBLE THE FUN, DOUBLE THE SMILE.

Two **Little Joe**® air fresheners in one convenient pack. Enjoy your favourite fragrance for longer and keep that unmistakable Little Joe® freshness always within reach.

Logistics: Little Joe Duopack®

Product size	Master Box Size	Units per Master	Units per EU Pallet
138 x 130 x 25mm	115 x 265 x 195mm	20	6120



Duopack
New Car



Duopack
Vanilla



Duopack
Amber



Duopack
Vanilla



Duopack
Tonic



LITTLE JOE® & LITTLE JOYA® Love Edition

 car air freshener

TWO CHARACTERS. ONE PERFECT MATCH.

Little Joe® meets **Little Joya®** in a special duo made to share. Two characters, two personalities and one irresistible fragrance experience.

Logistics: Little Joe® & Little Joya®

Product size	Master Box Size	Units per Master	Units per EU Pallet
165 x 94 x 25mm	115 x 265 x 195mm	15	4590



Candy Kisses
Article-Number: LE3620
EAN Code: 7640186843652



Sweet Berry Dreams
Article-Number: LE3739
EAN Code: 7640186843669



Sunshine Bliss
Article-Number: LE3801
EAN Code: 7640186843676



LITTLE JOE® - Bottle

 car air freshener

A LITTLE ICON. A NEW WAY TO FRESHEN.

Little Joe® Bottle combines distinctive design with long-lasting fragrance. Simply hang it from the rear-view mirror and enjoy your favourite scent on every journey.

Logistics: Little Joe® - Bottle

Product size	Master Box Size	Units per Master	Units per EU Pallet
145 x 85 x 30mm	190 x 295 x 180mm	48	8448



Vanilla
Article-Number: BJ0101
EAN Code: 7640186842624



New Car
Article-Number: BJ0202
EAN Code: 7640186842631



Flower
Article-Number: BJ1313
EAN Code: 7640186842648



Bamboo
Article-Number: BJ0851
EAN Code: 7640186842655



Black Velvet
Article-Number: BJ0606
EAN Code: 7640186845335



Exotic Fruit
Article-Number: BJ0909
EAN Code: 7640186845342



Bubble Gum
Article-Number: BJ2939
EAN Code: 7640186845328

LITTLE JOE® - Pump Spray

🚗🏠 car & home air freshener

FRESHNESS. JUST A SPRAY AWAY.

Refresh your car or home in seconds. **Little Joe® Pump Spray** combines natural essential oils with an alcohol-free, vegan-friendly formula for a long-lasting fragrance experience.

Logistics: Little Joe® - Pump Spray

Product size	Master Box Size	Units per Master	Units per EU Pallet
185 x 82 x 38mm	115 x 265 x 195mm	12	3672



Fresh Start
Article-Number: JS1057
EAN Code: 7640186843362



Spice Fusion
Article-Number: JS0458
EAN Code: 7640186843379



Vital Energy
Article-Number: JS0859
EAN Code: 7640186843386



Absolutely Fabulous
Article-Number: JS1360
EAN Code: 7640186843393



Vanilla Blossom
Article-Number: JS0161
EAN Code: 7640186843409



Tropical Scents
Article-Number: JS0962
EAN Code: 7640186843416

12X DISPLAY



Display Dimension in cm	12 x 19 x 14,5
Units per Display = Export-Master	12
Displays per Europallet	260
Weight of fully assembled Display in kg	1,03

LITTLE JOE® - Car Care Range

 *automotive care*

MADE TO CLEAN. DESIGNED TO CARE.

From interior to exterior, the **Little Joe® Car Care** Range combines effective cleaning and care with the distinctive personality of the Little Joe® brand.

Logistics: Little Joe® - Car Care Range

Product size	Master Box Size	Units per Master	Units per EU Pallet
500ml	199 x 319 x 272mm	12	1008



**Wheel Cleaner
Lemon**
Article-Number: CR01
EAN Code: 7640186845250



**Tyre Shine
High Gloss Finish**
Article-Number: CR02
EAN Code: 7640186845267



**Glass Cleaner
Tropical Fresh**
Article-Number: CR03
EAN Code: 7640186845274



**Interior Cleaner
New Car**
Article-Number: CR04
EAN Code: 7640186845281



**Upholstery Cleaner
Ocean Splash**
Article-Number: CR05
EAN Code: 7640186845298



**Cockpit Spray
Black Velvet**
Article-Number: CR06
EAN Code: 7640186845304



Juicy Wash
Article-Number: CR07
EAN Code: 7640186845311

Logistics: Little Joe® - Shampoo

Product size	Master Box Size	Units per Master	Units per EU Pallet
1000ml	199 x 319 x 272mm	8	640

LITTLE JOE® - Wet Wipes

 multi-surface cleaning wipes

CLEANING MADE EASY. WHEREVER YOU GO.

Practical **cleaning wipes** for quick and easy car care. From cockpit and leather to glass and multiple surfaces. Simply wipe, clean and go.

12X Display

Display Dimensions in cm	14 x 12 x 20,5
Units per Display	12
Export Master	72
Displays per Europallet	432
Weight of fully assembled Display in kg	2



Universal Cleaner

Single Art. No: LW0101
Single EAN: 7640186845489
Display Art. No: DLW0101
Display EAN: 57640186845484



Leather Care

Single Art. No: LW0202
Single EAN: 7640186845793
Display Art. No: DLW0202
Display EAN: 57640186845798



Glass & Screen

Single Art. No: LW0303
Single EAN: 7640186845809
Display Art. No: DLW0303
Display EAN: 57640186845804



Cockpit

Single Art. No: LW0404
Single EAN: 7640186845816
Display Art. No: DLW0404
Display EAN: 57640186845811

LITTLE JOE® - 2in1 Spray&Clean

 *display cleaner*

SPRAY. CLEAN. DONE.

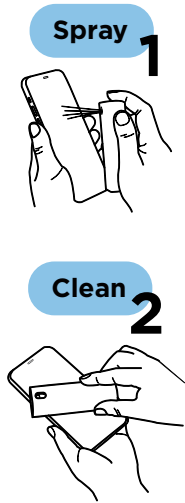
A smart 2-in-1 solution for cleaning screens wherever you go. Spray and wipe with one compact product, ideal for car displays, smartphones and tablets.

Logistics: Little Joe® - Display Cleaner (Single packaging)

Product size	Master Box Size	Units per Master	Units per EU Pallet
99 x 32 x 32mm	115 x 265 x 195mm	35	7560

20X Display

Outer-Display Dimension in cm	12 x 19 x 14,5
Units per Display = Export-Master	20
Displays per Europallet	260
Weight of fully assembled Display in kg	1,23



20X DISPLAY
(contains 20 individually packed units)



20X Display
Single Art. No: JC0101
Single EAN: 7640186843782
Display Art. No: DJC20A
Display EAN: 7640186843997



LITTLE JOE® - Paper

 car air freshener

THE ICONIC SMILE. READY TO HANG.

A simple and colourful way to bring Little Joe® fragrance into your car. Just hang it from the rear-view mirror and enjoy.

Logistics: Little Joe® - Single pack

Product size	Master Box Size	Units per Master	Units per EU Pallet
76 x 190 x 2,46mm	425 x 180 x 410mm	480	28800



Vanilla
Article-Number: CP0101
EAN Code: 5450188580019



New Car
Article-Number: CP2002
EAN Code: 5450188580026



Bubble Gum
Article-Number: CP2939
EAN Code: 7640186844772



Cherry
Article-Number: CP0404
EAN Code: 5450188580071



Black Velvet
Article-Number: CP0606
EAN Code: 5450188580088



Fresh Linen
Article-Number: CP1049
EAN Code: 7640186844741



Cashmere
Article-Number: CP1616
EAN Code: 7640186844758

LITTLE JOE® - Triopack

 car air freshener

THREE TIMES THE SMILE.

Three **Little Joe® Paper** air fresheners in one pack, combining different designs with your favourite fragrance for even more Little Joe® fun.

Logistics: Little Joe® - Triopack

Product size	Master Box Size	Units per Master	Units per EU Pallet
190 x 76 x 6,46mm	425 x 180 x 410mm	160	9600



Vanilla
Article-Number: CT0101
EAN Code: 7640186845373



New Car
Article-Number: CT2002
EAN Code: 7640186845427



Bubble Gum
Article-Number: CT2939
EAN Code: 7640186845434



Cherry
Article-Number: CT0404
EAN Code: 7640186845380



Black Velvet
Article-Number: CT0606
EAN Code: 7640186845397



Fresh Linen
Article-Number: CT1049
EAN Code: 7640186845403



Cashmere
Article-Number: CT1616
EAN Code: 7640186845410



LITTLE JOE® - Scented Card

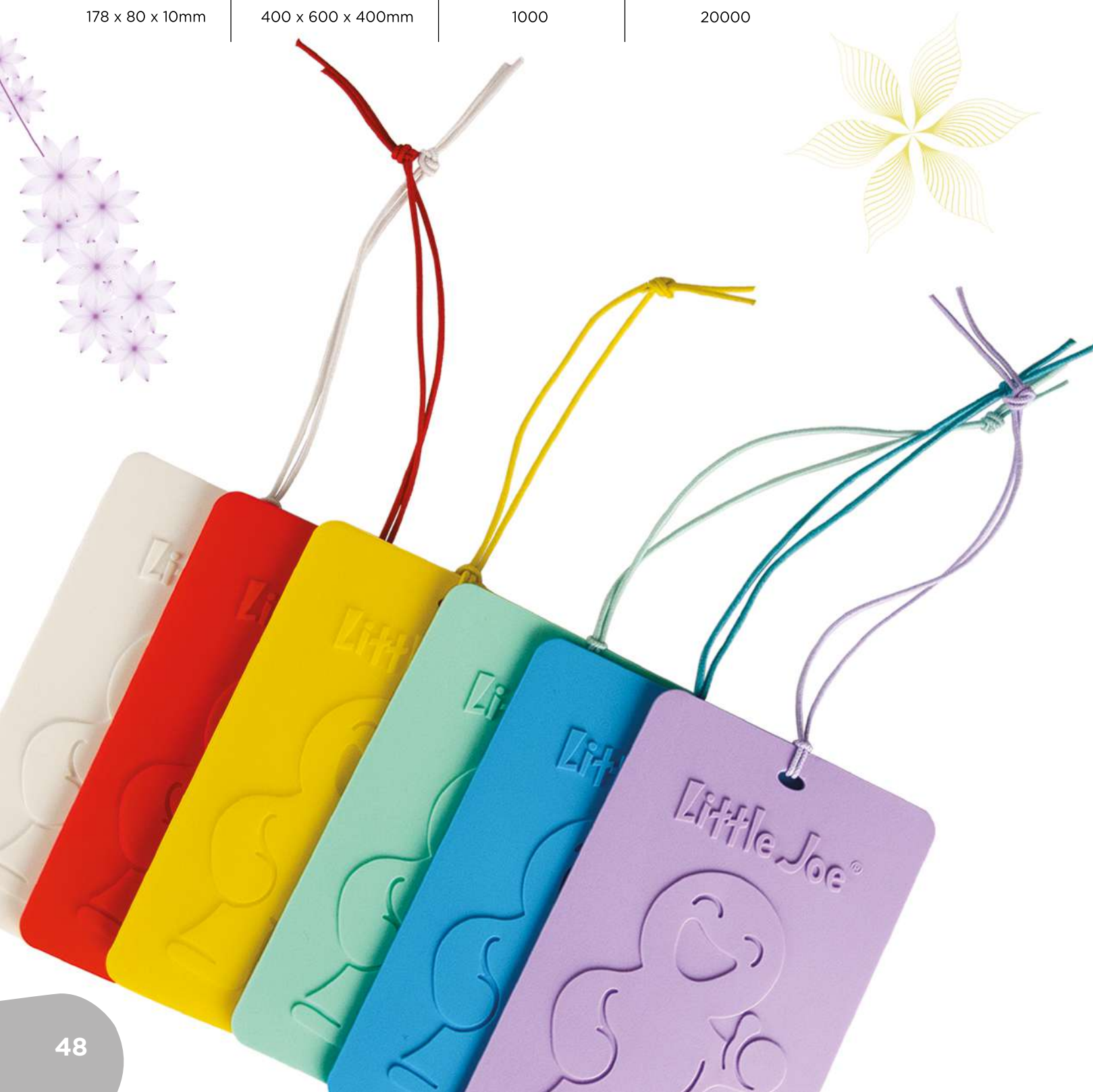
🏠 *car, home and office air freshener*

FRESHNESS. WHEREVER YOU NEED IT.

A versatile air freshener for your car, home or office. Simply hang it wherever you want to add a fresh and pleasant scent.

Logistics: Little Joe® - Scented Card

Product size	Master Box Size	Units per Master	Units per EU Pallet
178 x 80 x 10mm	400 x 600 x 400mm	1000	20000



Vanilla
Article-Number: SC2201
EAN Code: 7640186841528



New Car
Article-Number: SC0223
EAN Code: 7640186841535



Cherry
Article-Number: SC2304
EAN Code: 7640186841559



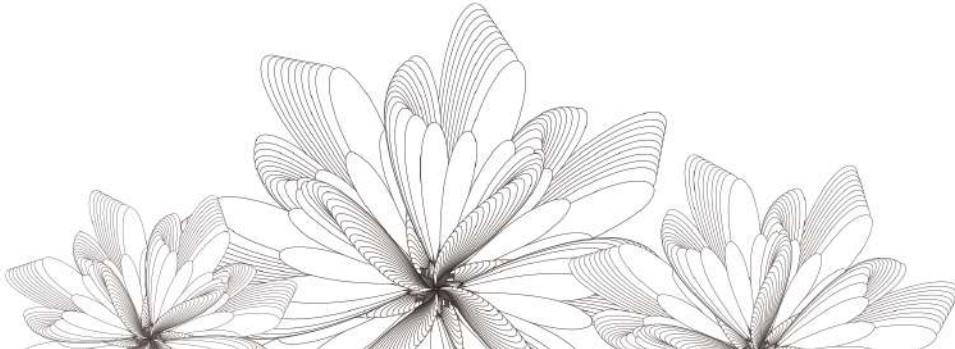
Lavender
Article-Number: SC2424
EAN Code: 7640186841566



Fresh Mint
Article-Number: SC2508
EAN Code: 7640186841580



Odour Neutraliser
Article-Number: SC1515
EAN Code: 7640186841573



LITTLE JOE® - Scented Band

citronella bracelet

CITRONELLA. MADE TO WEAR.

A practical **scented bracelet** infused with the fresh fragrance of citronella. Available in two sizes and four colours for kids and adults, making it suitable for the whole family.

Logistics: Little Joe® - Scented Band

Product size	Master Box Size	Units per Master	Units per EU Pallet
132 x 85 x 15mm	190 x 295 x 180mm	48	8448



DERMATOLOGICALLY
TESTED
Skin Tolerance
www.sgsgroup.de/skin



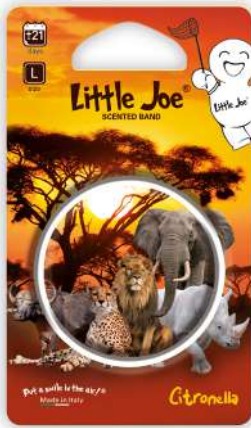
**Citronella - Small
Kids - Blue**

Article-Number: SB1032
EAN Code: 7640186840606



**Citronella - Small
Kids - Pink**

Article-Number: SB2832
EAN Code: 7640186840613



**Citronella - Large
Adults - White**

Article-Number: SB0232
EAN Code: 7640186840620



**Citronella - Large
Adults - Anthracite**

Article-Number: SB1832
EAN Code: 7640186840637

24X DISPLAY



Display Dimensions in cm	18 x 18,9 x 25,3
Units per Display = Export-Master	24
Export-Master per Europallet	336
Weight of fully assembled Display in kg	0,63

LITTLE JOE® - Electric Diffuser

  car & home air freshener

SMART FRAGRANCE. ANYWHERE.

A modern fragrance solution for the car, home and office. **Little Joe® Electric Diffuser** delivers clean, dry fragrance diffusion with no wax, oils or aerosols. Simply convenient, effortless freshness, designed to go wherever you go.

Size in cm (height - diameter)	10,7 x 6,7
Weight in g	112
MOQ	1.000 pcs
Scent longevity	120 hours
Packaging	single inclusive 1 fragrance cartridge

Fully customisable to meet your requirements.



Put a smile in the air!®
all around the world



Integrated timer for added convenience.

Clean, dry fragrance diffusion.

No wax, oils or aerosols.

USB-A & USB-C connectivity.

Certified to major standards (CE, RoHS, REACH).

LITTLE JOYA®

 car air freshener

Let's jump
4 Joy!

MEET LITTLE JOYA®. A CHARACTER OF HER OWN.

Confident, colourful and full of personality, **Little Joya®** brings a fresh, feminine touch to every journey, with the unmistakable smile that defines our world.

Logistics: Little Joya®

Product size	Master Box Size	Units per Master	Units per EU Pallet
145 x 85 x 26mm	190 x 295 x 180mm	48	8448



Vanilla Cream
Article-Number: EY1401
EAN Code: 7640125380224



New Car
Article-Number: EY0202
EAN Code: 7640186840583



Springtime
Article-Number: EY1213
EAN Code: 7640186842815



Cotton Candy
Article-Number: EY3311
EAN Code: 7640125380217



Blueberry Slush
Article-Number: EY2939
EAN Code: 7640186842808



Sweet Dreams
Article-Number: EY2409
EAN Code: 7640186842822

LITTLE DOG®

YOUR LOYAL COMPANION FOR EVERY JOURNEY.

Playful, dependable and full of character, **Little Dog®** brings a friendly personality and premium fragrance to every drive. As part of the Little Joe® family, he combines distinctive design with long-lasting freshness, creating a companion that feels right at home in every car.



Put a smile in the air!®
all around the world



Logistics: Little Dog®

Product size	Master Box Size	Units per Master	Units per EU Pallet
145 x 85 x 26mm	190 x 295 x 180mm	48	8448

LITTLE DOG®

 car air freshener



Vanilla
Article-Number: ED0101
EAN Code: 7640125380309



New Car
Article-Number: ED0202
EAN Code: 7640125380316



Passion
Article-Number: ED0303
EAN Code: 7640186841764



Cherry
Article-Number: ED0404
EAN Code: 7640186840477



Tonic
Article-Number: ED1010
EAN Code: 7640186841795



Flower
Article-Number: ED1313
EAN Code: 7640125380323



Piña Colada
Article-Number: ED1414
EAN Code: 7640186841740



Odour Neutraliser
Article-Number: ED1515
EAN Code: 7640186841610



Black Velvet
Article-Number: ED0606
EAN Code: 7640125380354



Ocean Splash
Article-Number: ED0707
EAN Code: 7640186841788



Fresh Mint
Article-Number: ED0808
EAN Code: 7640186840484



Fruit
Article-Number: ED0909
EAN Code: 7640125380385



LITTLE PUP®

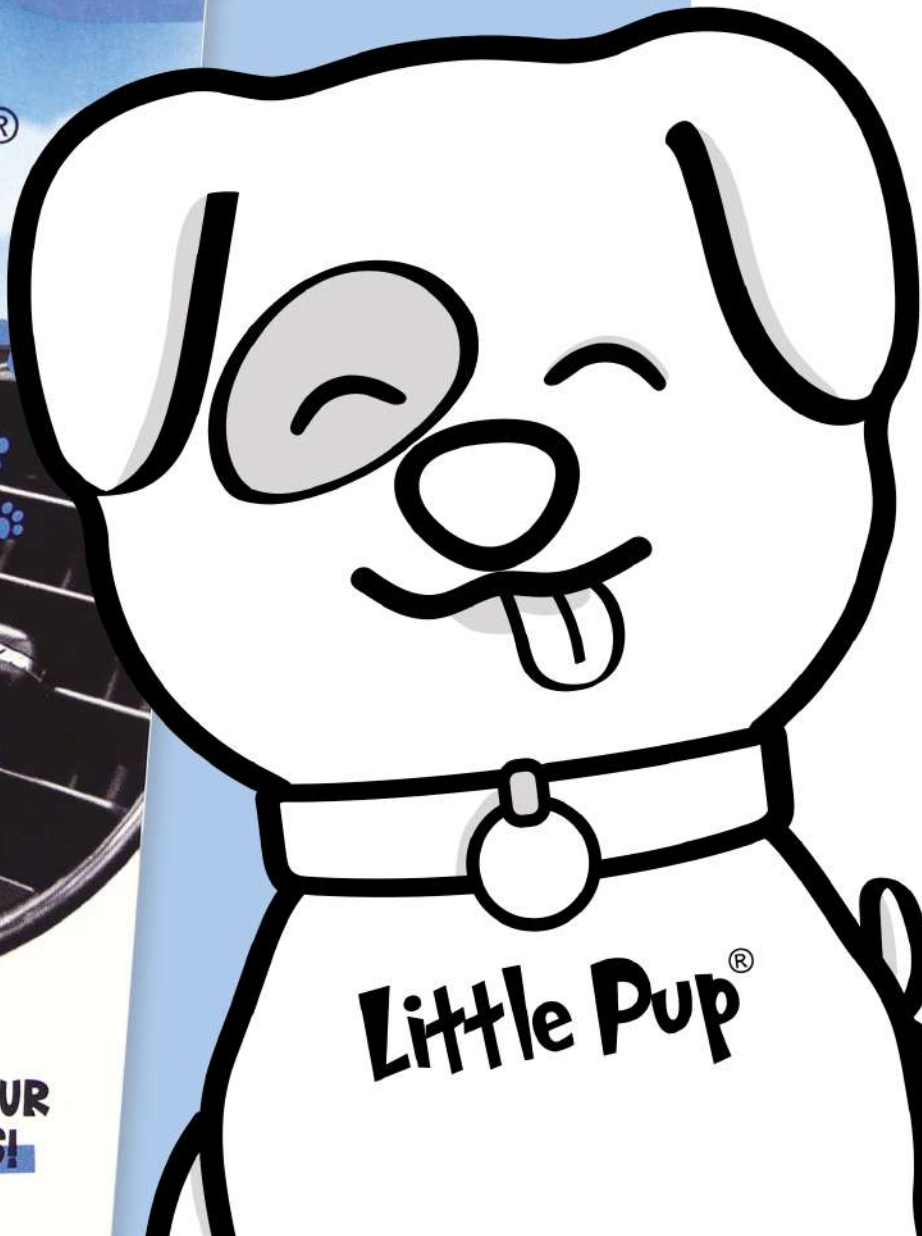
 car air freshener

SMALL IN SIZE. BIG ON PERSONALITY.

Meet **Little Pup®**, the playful little companion that brings fragrance and fun to every drive. Small but full of character, Little Pup® is always ready for the next adventure.

Logistics: Little Pup®

Product size	Master Box Size	Units per Master	Units per EU Pallet
145 x 85 x 26mm	190 x 295 x 180mm	48	8448



Vanilla Pup-sation
Article-Number: EP0101
EAN Code: 7640186843584



Sweet Snuggles
Article-Number: EP0309
EAN Code: 7640186843591



New Car
Article-Number: EP0202
EAN Code: 7640186843607



Minty Fresh
Article-Number: EP2754
EAN Code: 7640186843614



Mauve Magic
Article-Number: EP2455
EAN Code: 7640186843621



Blueberry Paws
Article-Number: EP3539
EAN Code: 7640186843638

**UNLEASH YOUR
HAPPINESS!**



LITTLE CAT®

 car air freshener

CURIOUS BY NATURE. FULL OF CHARACTER.

Meet **Little Cat®**, the curious little character with a personality of its own. Full of charm and a little mischief, Little Cat® brings fragrance and fun to every journey.

Logistics: Little Cat®

Product size	Master Box Size	Units per Master	Units per EU Pallet
145 x 85 x 26mm	190 x 295 x 180mm	48	8448



New Car
Article-Number: LC0202
EAN Code: 7640186846127



Wild Strawberry
Article-Number: LC1172
EAN Code: 7640186846134



Piña Colada
Article-Number: LC1414
EAN Code: 7640186846141



Sport
Article-Number: LC4170
EAN Code: 7640186846110



LITTLE DUCK®

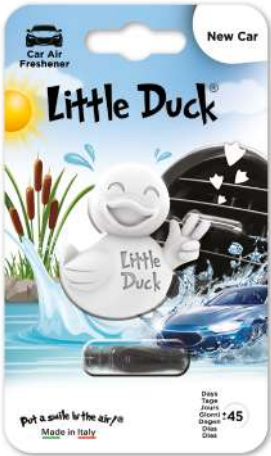
 car air freshener

BRIGHT BY NATURE. FULL OF FUN.

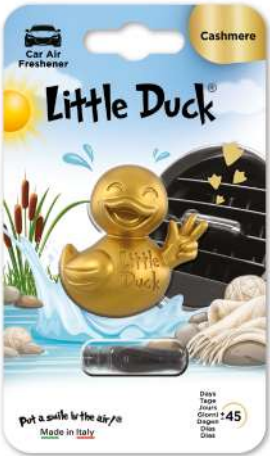
Meet **Little Duck®**, the cheerful character that brightens every journey. Playful, colourful and full of fragrance, Little Duck® brings a splash of fun wherever you go.

Logistics: Little Duck®

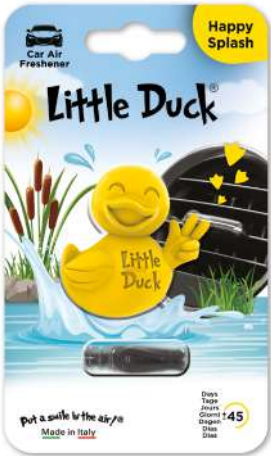
Product size	Master Box Size	Units per Master	Units per EU Pallet
145 x 85 x 26mm	190 x 295 x 180mm	48	8448



New Car
Article-Number: LD0202
EAN Code: 7640186846097



Cashmere
Article-Number: LD1616
EAN Code: 7640186846073



Happy Splash
Article-Number: LD0117
EAN Code: 7640186845243



Matcha
Article-Number: LD4374
EAN Code: 7640186846103



DISPLAY VARIATIONS

 *retail displays*

FLEXIBLE SOLUTIONS FOR EVERY RETAIL SPACE.

Our versatile display solutions are designed to showcase our products effectively across a wide variety of retail environments. Available in different sizes and configurations, our displays can be supplied fully assembled or flat-packed, offering maximum flexibility for transportation, merchandising and in-store presentation.

8X DISPLAY



Display Dimensions in cm	9 x 18 x 15
Units per Display	8
Displays per Export-Master	24
Export-Master per Europallet	20
Weight of fully assembled Display in kg	0,23

12X DISPLAY



Display Dimensions in cm	9 x 25 x 15
Units per Display	12
Displays per Export-Master	18
Export-Master per Europallet	20
Weight of fully assembled Display in kg	0,33

24X DISPLAY



Display Dimensions in cm	43,4 x 21 x 15
Units per Display = Export-Master	24
Displays per Europallet	84
Weight of fully assembled Display in kg	1,29

48X SHELF DISPLAY (contains 4 displays of 12 units)



Outer-Display Dimension in cm	15 x 36,7 x 26
Units per Display = Export-Master	48
Displays per Europallet	96
Weight of fully assembled Display in kg	1,51

DISPLAY VARIATIONS

 *retail displays*

FLOOR DISPLAY



Display Dimension in cm	51 x 26 x 158
Number of hooks	20
Length per hook in cm	15
Units per Floor-Display = Export-Master	160 (Little Joe® 3D)
Export-Master per Europallet	6
Weight of fully assembled Floor Display in kg	6,5 (Little Joe® 3D)

8X STRIP



Master of 6	
Strip-Clip Dimension in cm	13 x 78
Units per Strip-Clip	8
Fully assembled Strip-Clip per Export-Master	6
Export-Master per Europallet	64
Weight of fully assembled Strip-Clip in kg	0,2

Master of 2	
Strip-Clip Dimension in cm	13 x 78
Units per Strip-Clip	8
Fully assembled Strip-Clip per Export-Master	2
Export-Master per Europallet	64
Weight of fully assembled Strip-Clip in kg	0,2

Plastic 32X STRIP



Cardboard 32X STRIP



Clip strip Plastic	
Dimension	9,5 x 71
Units per Strip-Clip	32
Fully assembled Strip-Clip per Master	1
Master/pallet	110
Weight of fully assembled clip strip in kg	1,03

Clip strip Cardboard	
Dimension	9,5 x 71
Units per Strip-Clip	32
Fully assembled Strip-Clip per Master	1
Master/pallet	110
Weight of fully assembled clip strip in kg	0,87

PRODUCT DISPLAYS

🏠 Little Joe® - Scented Card

20X DISPLAY



Display Dimensions in cm	19 x 9 x 11
Units per Display = Export-Master	20
Export-Master per Europallet	624
Weight of fully assembled Display in kg	0,48

40X DISPLAY



Display Dimensions in cm	20 x 9 x 19
Units per Display = Export-Master	40
Export-Master per Europallet	344
Weight of fully assembled Display in kg	1

🚗 Little Joe® - Paper

30X DISPLAY



Display Dimension in cm	18 x 8,5 x 10,5
Units per Display = Export-Master	30
Displays per Europallet	624
Weight of fully assembled Display in kg	0,36

12X STRIP (2 pcs per hook)



Strip-Clip Dimension in cm	12,5 x 42,7
Units per Strip-Clip = 2 pcs per hook	12
Fully Assembled Strip-Clips per Export Master	2
Export Masters per Europallet	420
Weight of Fully Assembled Strip-Clip in kg	0,135



TUMBLE FRESH®

🏠 *fragrance balls for tumble dryers*

FRESHNESS THAT LASTS BEYOND THE DRYER.

Tumble Fresh® is an innovative laundry fragrance booster designed specifically for tumble dryers. During the drying cycle, it gradually releases its fragrance to give your laundry a fresh, clean scent that lasts for weeks. Easy to use and made to last, each Tumble Fresh® can be used for up to 15 drying cycles, delivering long-lasting fragrance load after load.

Logistics: Tumble Fresh®

Product size	Master Box Size	Units per Master	Units per EU Pallet
60 x 45 x 115mm	195 x 200 x 145mm	12	8064



Lavender
Article-Number: TF2136
EAN Code: 7640186840095



Vanilla Blossom
Article-Number: TF0137
EAN Code: 7640186840101



Blooming Orchid
Article-Number: TF1138
EAN Code: 7640186840118

12X DISPLAY



Display Dimensions in cm	18,5 x 18,5 x 11,8
Units per Display = Export-Master	12
Displays per Europallet	336
Weight of fully assembled Display in kg	0,54



LITTLE JOE® - At Work!

 office stationery

BRING A LITTLE PERSONALITY TO YOUR WORKSPACE.

Little Joe® isn't just made for the road. With the At Work! collection, his unmistakable character brings a touch of creativity, colour and personality to your everyday workspace. Practical, playful and unmistakably Little Joe®, the collection turns everyday office essentials into products designed to make work a little more enjoyable.

Little Joe®
AT WORK!



Stationery Tin

Article-Number: LJ1023-5
EAN Code: 7640186842716

Dimensions: 20 X 11 X 2,5 cm
Weight: 225 g

Includes:

- 1 pencil with eraser
- 1 pen
- 1 ruler
- 3 erasers

LITTLE JOE® - At Work!

 office stationery



Mouse Pad
Article-Number: LJ1023-7
EAN Code: 7640186842730

Dimensions: 23 X 19 cm
Weight: 100 g



Notepad
Article-Number: LJ1023-12
EAN Code: 7640186843522

Size: A5
Quantity: 50 sheets



Pencil x5
Article-Number: LJ1023-1
EAN Code: 7640186842679

Dimensions of pencil: 17,5 X 0,7 cm
Weight: 68 g



Ruler x5
Article-Number: LJ1023-6
EAN Code: 7640186842723

Length of ruler: 15 cm
Weight: 65 g



Multicolour Pen x5
Article-Number: LJ1023-2
EAN Code: 7640186842686

Dimensions of pen: 14,6 X 1,5 cm
Weight: 74 g



Stickers
Article-Number: LJ1023-13
EAN Code: 7640186843539

Size: A5
Quantity: 20 stickers

Available colours:     



Eraser x5
Article-Number: LJ1023-3
EAN Code: 7640186842693

Dimensions of eraser: 3,5 X 2,8 X 1,3 cm
Weight: 75 g

LITTLE JOE® - Merchandise



Gift Bag
Article-Number: LJ1023-11
EAN Code: 7640186842785

Dimensions: 23 X 11 X 31 cm
Weight: 80 g



Banner
Article-Number: LJ1023-9
EAN Code: 7640186842754

Dimensions: 200 X 80 cm
Weight: 1,10 Kg



Crew Neck T-Shirt (Option 1)
Article-Number: LJ1023-17
EAN Code: 7640186843577

Sizes: XS, S, M, L, XL, 2XL

Crew Neck T-Shirt (Option 2)
Article-Number: LJ1023-17
EAN Code: 7640186843577

Sizes: XS, S, M, L, XL, 2XL



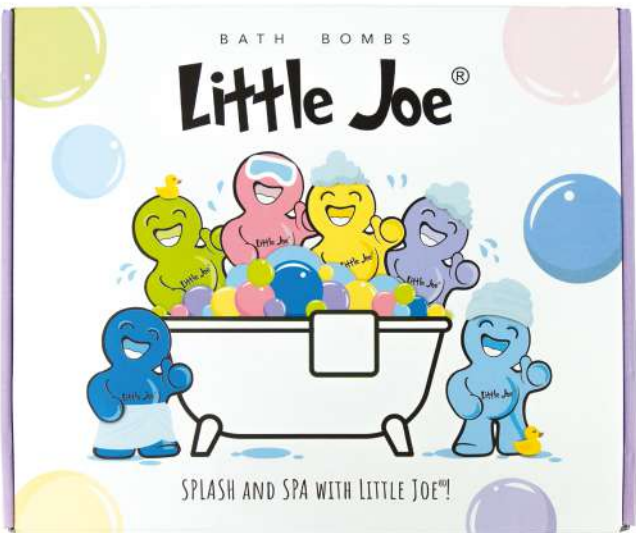
Key Chain
Article-Number: LJ1023-14
EAN Code: 7640186843546

Top loop: 40 cm
Bottom loop: 10 cm
Width of Ribbon: 2 cm
Sleeve: 100 X 80 mm (Vertical)

🏠 bath bombs



Fragrances included:
OCEAN GREEN APPLE LAVENDER
VANILLA STRAWBERRY COTTON CANDY



Bath Bombs
Article-Number: LJ1023-8
EAN Code: 7640186842747

Dimensions: 31,5 X 26 X 4 cm
Weight: 989 g



SPLASH AND SPA WITH LITTLE JOE®!

OEM/ODM

 *customised products*

FROM IDEA TO FINISHED PRODUCT.

We develop and manufacture customised automotive products for leading international brands and OEM partners.

From the first concept to industrial design, fragrance development, engineering, tooling, production and packaging, our experienced team manages the entire development process, turning ideas into distinctive, market-ready products.

Our flexible development and manufacturing capabilities allow us to create solutions tailored to each partner's brand, technical requirements and market objectives.



OEM

 Audi



1 Singleframe
Fragrance dispenser

2 Microfiber cloth
Cleaning cloth for touch displays

3 Gift box
Display cleaner and interior fragrance

4 Display cleaner
2-in-1 display cleaner

5 Singleframe dispenser
Air freshener dispenser

6 Air freshener gecko
Zesty Black



Air freshener gecko
Zesty - Black



Air freshener gecko
Fruity - Yellow



OEM



Audi



Starter Kit

Complete fragrance solution.

Complete set including fragrance diffuser and first fragrance refill.



Fragrance Diffuser - Black

Premium design. Refined experience.

Elegant fragrance diffuser designed for seamless vehicle integration and a refined fragrance experience.



Fragrance Diffuser - Silver

Premium design. Refined experience.

Elegant fragrance diffuser designed for seamless vehicle integration and a refined fragrance experience.



Refill

Lasting fragrance, made to replace.

Replacement fragrance refill designed specifically for the fragrance diffuser, offering quick and easy replacement.



Interior Cleaning Brush

Precision care for every detail.

Premium brush for interior cleaning and detailing.

OEM

PORSCHE



Fragrance dispenser
Nature Spirit - Anthracite



Fragrance dispenser
Blossom Experience - Silver



Fragrance dispenser
Blossom Experience - Black



Cleaning cloth
Microfiber cleaning cloth



Fragrance Dispenser
Racing Passion



Fragrance Dispenser
Turbo Breeze



Fragrance Dispenser
Pure Classic



Fragrance Dispenser
Timeless Charm



Fragrance Dispenser
Pink Blossom



Car Air Freshener
SportContact™ 6

Your brand colours

Your tyre profile

Your fragrance

Your wheel colour

Your logo



Car Air Freshener
New Car



Keychain
New WinterContact™ TS 870



Choose your own ring profile

Cleaning cloth
Universal cleaning cloth



Car Air Freshener
Fruit



Car Air Freshener
Vanilla



Car Air Freshener
Cedarwood



Car Air Freshener
New Car



Car Air Freshener
Gold Digger



Car Air Freshener
Wild Cherry



Car Air Freshener
Vanilla Cream



Car Air Freshener
Midnight Musk





SMART CLEANING. STRONG BRAND VISIBILITY.

The **2-in-1 Display Cleaner** combines effective screen cleaning with a compact, practical design, creating a useful everyday product with strong promotional potential. Fully customisable to your brand, the Display Cleaner can be adapted in colour, logo, packaging and point-of-sale presentation, making it an ideal solution for corporate promotions, retail programmes and customised brand projects.

Logistics: Display Cleaner (Single packaging)

Product size	Master Box Size	Units per Master	Units per EU Pallet
99 x 32 x 32mm	115 x 265 x 195mm	35	7560

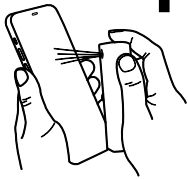
CUSTOMISE YOUR
PACKAGING



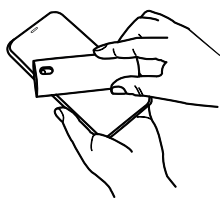
PLACE YOUR
LOGO HERE

CHOOSE YOUR
COLOUR

Spray 1



Clean 2



Including customised display options

20X DISPLAY
(contains 20 individually packed units)



20X Display

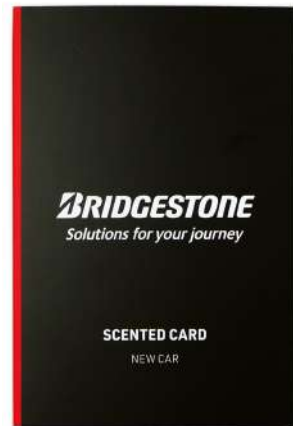
Outer-Display Dimension in cm	12 x 19 x 14,5
Units per Display = Export-Master	20
Displays per Europallet	260
Weight of fully assembled Display in kg	1,23

Make it your own.
Add your logo,
choose your colour and
customise the packaging to
match your brand.

OEM/ODM



Car Air Freshener
Energy



Scented card
New Car



Scented card
Cashmere



ODM

SCENTED CARDS

TURN FRAGRANCE INTO A BRAND EXPERIENCE.

Our customised scented cards combine fragrance, design and brand identity in one elegant product. Created for wardrobes, drawers, handbags and other personal spaces, each card can reflect your brand through fragrance, artwork and packaging. For retail, hospitality, promotions or corporate gifting, we create a distinctive scented product tailored to your brand.



Mandarin Oriental
Ambient Fragrance



Douglas
Ambient Fragrance



SCENTED SACHETS

A FRAGRANCE YOUR GUESTS WILL REMEMBER.

Our customised scented sachets transform fragrance into a memorable extension of your brand. From the fragrance itself to the sachet design and outer packaging, every detail can be tailored to create a distinctive product for hotels, hospitality brands, corporate gifting and premium customer experiences. Designed for wardrobes, luggage, handbags and drawers, each sachet releases a subtle, long-lasting fragrance, keeping your brand present long after the first encounter.

A lasting fragrance. A lasting impression.



One&Only - Le Saint Géran
Scented sachet



Hilton - Grand Vacations
Scented sachet

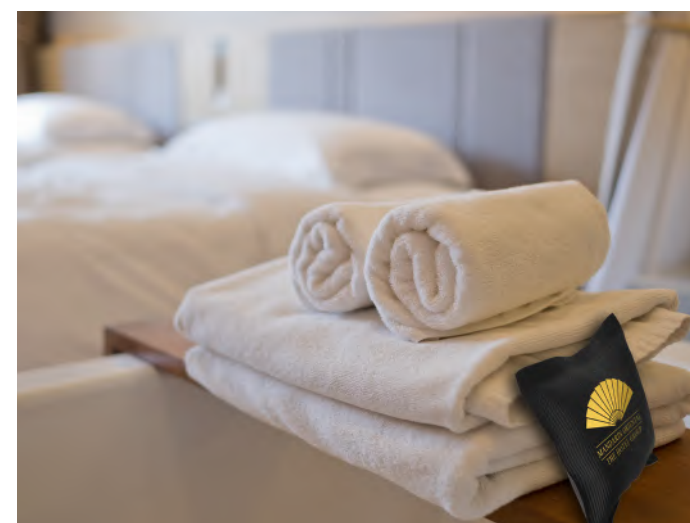


The Westin Dubai
Scented sachet

... and many more!



SELECTED BRAND PROJECTS



SEE WHERE LITTLE JOE® COMES TO LIFE!



**Watch our
Company Movie**

LET'S CREATE SOMETHING GREAT TOGETHER.

From our own brands to customised OEM and ODM solutions, we combine creativity, fragrance expertise and manufacturing know-how to create products that stand out.

Whether you are looking for an established product, a customised solution or an entirely new concept, we're ready to bring your ideas to life.

Let's talk about what we can create together.

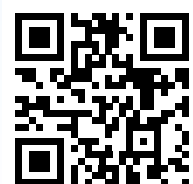
Factory (EXW Pick-Up Address)

Drive Italy S.R.L.
Via Molinaretti 16
Castelli Calepio
Italy

Head Office (Distribution Enquiries)

Drive Int. AG
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6052 Hergiswil (NW)
Switzerland

Email: info@drive-int.ch
Tel: +41 (0) 41 511 0304



Drive Int. AG