AERON Launches Belle Aroma Pop-up Stores to Promote Eco-Friendly Fragrance Experience

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AERON Lifestyle Technology®, recognized for its cutting-edge work in home and car fragrance, has announced a series of pop-up stores that will feature its well-loved Belle Aroma® and Drive Time® products. These pop-ups will roll out at various spots, designed to give customers a direct and engaging taste of their eco-friendly scent solutions.

These events are a new step for AERON Lifestyle Technology in connecting with people in a more personal and eco-conscious way. Showcasing Belle Aroma and Drive Time products like this allows the company to give folks a closer look at their signature scents and discuss their commitment to sustainability face-to-face.

"The idea is about more than just making sales," said Jeffrey Smith, Director of E-Commerce & Co-Founder at AERON Lifestyle Technology. "It's about building relationships and sharing our dedication to eco-friendly living. We want to create a space where customers can truly engage with our products and learn about what makes them sustainable."

Paul Gandy, AERON's Associate VP and General Counsel, has been at the forefront of getting these pop-up stores off the ground. In 2024, the company took part in events such as the Villages of Van Buren Scenic Drive Festival and the Fairfield Holiday Trade Fair. These experiences set the stage for future events, with possible plans to attend notable gatherings like Fairfield?s First Friday's Art Walk and the Iowa State Fair in 2025.

By leaning into what they do best?design, formulation, and stylish yet practical packaging?AERON Lifestyle Technology looks to leave a memorable impression with its brands. Each product, whether for the home or car, is made with eco-friendliness at its core, incorporating practices like reducing waste by making products reusable, minimizing plastic in packaging, and using recyclable materials

The pop-ups will offer direct access to some of the brand's standout products. Belle Aroma, easily available on platforms like Amazon, is known for enhancing living spaces with sophisticated fragrances. Customers can visit their official website to explore more about Belle Aroma. This label shows AERON's blend of fine craftsmanship and environmental care.

Drive Time products focus on automotive users looking for a smart way to maintain a pleasant aroma in vehicles. Guests can explore these items more online, appealing to those who value both luxury and sustainability in their scent experience. For more details about Drive Time and to explore their inventive air freshening methods, their website offers comprehensive insights.

These setups have already caught the attention of many event-goers. For example, at the Fairfield gazebo during RAGBRAI 2024, a variety of Belle Aroma and Drive Time products drew a crowd, inviting folks to enjoy each fragrance's unique allure. These efforts not only boost AERON's presence around town but also demonstrate their product solutions' effectiveness in real-world settings.

"With the great interest our current installations have stirred up, we're making sure these pop-up stores aren't just fun but informative," Smith shared. "These hands-on events let visitors have in-depth talks about our product lines, like Belle Aroma and DriveTime products, directly with our team and see the high-quality fragrances firsthand."

Moreover, these pop-ups fit into AERON's bigger sustainable goal of crafting a greener future. Retrofitting their main plant in Iowa with solar panels is part of this vision, showing their commitment to leading in environmental responsibility.

As the pop-up stores gather steam, AERON Lifestyle Technology is determined to lead in offering fragrance options that meet today's environmental standards. These activities not only reflect their values but show their

flexibility in responding to various customer needs.

To learn more about AERON Lifestyle Technology and keep track of their event locations and offerings, visit their official website. Check out the Belle Aroma line in their store, and explore Drive Time products to discover their inventive air freshening methods.

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AERON Lifestyle Technology, Inc.

We turn ideas into ready-to-manufacture designs; raw materials into finished products; and the scents of nature into aromas for home and auto.

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