



Color Scents Brand Backgrounder

Color Scents® is a household products brand that pioneered the use of color and fragrance in trash bags—bringing a fresh, expressive approach to everyday home care for more than fifty years. As the original brand to combine scent and color in the category, Color Scents has long believed that even the most routine household tasks can feel more intentional. Today, the brand offers a full assortment of scented, color-forward trash bags in 4-gallon, 8-gallon, and 13-gallon sizes, each thoughtfully designed for its intended use.

Ruffies was the first to introduce scent and color in the waste bag category with “Ruffies Color Scents” – over the next 20 years, Color Scents evolved into its own standalone brand with the largest variety of scents and colors, while Ruffies became a “no frills” value brand.

Since its introduction, Color Scents has built a reputation for signature scents, a vibrant color palette, and consistent, fit-for-purpose performance. The brand’s products are engineered to meet real household needs across a range of environments: 4-gallon trash bags designed for lightweight, everyday use in small spaces; 8-gallon bags suited for medium-use areas such as laundry rooms, home offices, and select kitchen applications; and 13-gallon tall kitchen bags that serve as a dependable household staple. Across every size, Color Scents balances reliable strength with a subtle sensory experience that enhances the home without overwhelming it.

Beyond performance, Color Scents brings an emotional dimension to the household trash bag category. The brand is built on the belief that small details—pleasant fragrance, coordinated color, and clean, intentional design—can meaningfully elevate everyday routines. By blending function with expression, Color Scents helps consumers care for their spaces in ways that feel welcoming, personal, and thoughtfully curated.

Following the 2025 combination of Amcor and Berry Global, Color Scents became part of the Amcor portfolio of brands. Color Scents is one of Amcor’s consumer product brands. Amcor brings industry-leading packaging expertise and innovation capabilities across its portfolio. This marked a new chapter for the brand, enabling expanded innovation, operational scale, and long-term growth supported by Amcor’s technical expertise, supply chain excellence, and commitment to responsible packaging solutions.

Today, Color Scents products are available on Amazon.com and Walmart.com, in select Walmart and Popshelf retail locations, and through a growing network of regional partners including Ace Hardware, True Value, Fleet Farm, Ingles, SuperValu, Big Lots, Variety, Harps, Roses, Florida Fine, and Fare Trade. As part of the Amcor family of brands, Color Scents is positioned for continued expansion and category leadership—bringing strength, freshness, and creativity to everyday home care.

Mission

To provide strong, reliable trash bags designed for everyday household use, enhanced with color and fragrance to make routine cleanup feel more intentional.

Vision

To elevate everyday home care with products that balance dependable performance, fresh sensory experiences, and expressive design.

Objective

To deliver exceptional everyday value through fit-for-purpose product design, consistent performance, and ongoing innovation supported by Amcor's global expertise and responsible packaging leadership.

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