



NEWS

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FOR IMMEDIATE RELEASE

This Spring, Refresh the Spaces You Live In: Color Scents® With Built in Microban® Antimicrobial Technology Encourages a Seasonal Reset with Style, Strength, and Everyday Freshness

EVANSVILLE, IN — [Month XX, 2026] — As the days grow longer and natural light returns to homes across the country, spring signals more than just a change in weather. It represents a fresh start—a seasonal invitation to reset, reorganize, and breathe new life into the spaces where daily routines unfold. Color Scents®, the household brand known for pioneering color and fragrance in trash bags, is encouraging consumers to rethink one of the most overlooked elements of spring cleaning: the small essentials that quietly support a clean and welcoming home.

Spring cleaning traditions date back generations. Windows are opened, closets are cleared. Kitchen drawers are reorganized. Bathrooms are scrubbed. For many households, it is a ritual that blends practicality with optimism. Yet while attention is often given to storage bins, pantry containers, and decorative accents, everyday products like trash bags rarely receive the same consideration—even though they play a central role in keeping homes refreshed.

Color Scents has built its reputation on the belief that even routine cleanup tasks can feel more intentional. With a full line of 4-gallon, 8-gallon, and 13-gallon trash bags offered in a curated range of colors and signature fragrances, the brand brings both performance and personality to spring cleaning efforts. Color Scents trash bags add a soft scent, pop of color, dependable strength, and built-in Microban® antimicrobial product protection to help fight odor-causing bacteria directly on the bag in bathrooms, bedrooms, laundry rooms, and offices.

“Spring is about renewal,” said Seana Kimzey, Retail Marketing Manager, USA, Amcor. “It’s when people open the windows, reorganize their closets, and rethink how their homes function. We believe that even small details—like the trash bag in a bathroom or kitchen—can contribute to how refreshed a space feels. When something smells clean and looks coordinated, it changes the experience of the room.”

The concept of a “spring reset” has evolved in recent years. Beyond traditional deep cleaning, consumers are now embracing seasonal organization as a way to improve well-being and daily efficiency. Lifestyle experts frequently note that decluttering and refreshing living spaces can create a sense of calm and renewed focus. From updating pantry labels to swapping heavy winter textiles for lighter fabrics, small shifts can meaningfully impact how a home feels.

Color Scents supports this seasonal mindset by offering trash bags designed for specific areas of the home:

- **4-Gallon Bags:** Ideal for bathrooms and bedrooms, these compact bags are suited for lightweight, everyday waste. Paired with subtle fragrances and coordinated color options, they contribute to a clean and inviting atmosphere in smaller spaces.
- **8-Gallon Bags:** Designed for medium-use areas such as home offices and laundry rooms, these bags balance durability with fresh scent profiles that help maintain comfort in high-function rooms.
- **13-Gallon Tall Kitchen Bags:** As a staple in most households, tall kitchen bags are often replaced multiple times per week. With reliable strength and fragrance designed to support odor control, these bags play a foundational role in maintaining a refreshed kitchen during seasonal cleanouts.

During spring cleaning, kitchens often become the focal point. Pantries are reorganized, expired items discarded, and countertops cleared. Bathrooms receive equal attention, with cabinets sorted and linens rotated. Bedrooms are decluttered, and donation piles grow steadily near the door. In each of these spaces, trash bags serve as a quiet partner in transformation.

“What we’re seeing is that consumers are no longer treating household essentials as purely functional,” said Kimzey. “They want products that align with their lifestyle—items that are dependable but also thoughtfully designed. Spring cleaning becomes less about scrubbing and more about creating a space that feels intentional and welcoming.”

This spring, lifestyle editors and home experts are highlighting the importance of small upgrades that collectively enhance a home’s atmosphere. Coordinated drawer liners, matching storage baskets, scented closet sachets, and curated cleaning supplies are gaining traction as consumers seek harmony in everyday routines. Trash bags, once chosen solely for price or thickness, are now being considered part of that broader aesthetic.

Color Scents fragrances such as Lavender + Sage, Fresh Air, Simply Clean, and other signature blends are designed to complement—not overpower—the home environment. The scent profiles are intentionally subtle, supporting a refreshed atmosphere during seasonal transitions.

Spring cleaning also presents an opportunity to reassess high-traffic areas of the home. Mudrooms, entryways, and utility closets often accumulate clutter during winter months. By swapping out heavy coats, reorganizing storage, and replacing everyday essentials with fresh supplies, households can create a smoother transition into warmer seasons.

“Spring cleaning doesn’t have to feel overwhelming,” said Kimzey. “It’s about small, manageable changes that build momentum. When you refresh the trash bags in every room, clear out unused items, and open the windows, you’re not just cleaning—you’re resetting the tone of your home.”

Beyond its seasonal relevance, Color Scents continues to reflect the values that have shaped its longevity. Following the 2025 combination of Amcor and Berry Global, Color Scents became part of the Amcor portfolio of brands. Amcor brings industry-leading packaging expertise and innovation capabilities across its portfolio.

As consumers prepare for spring gatherings, outdoor entertaining, and lighter living, Color Scents encourages households to view trash bags not as an afterthought, but as part of the overall refresh strategy. Coordinated colors can complement bathroom décor. Fragrance can support a clean-feeling kitchen. Reliable strength ensures that seasonal decluttering projects move smoothly.

“Spring is a reminder that renewal doesn’t have to be dramatic,” said Kimzey.

About Color Scents

Color Scents® is a modern household products brand known for its scented, color-forward trash bags designed to bring strength, freshness, and style to everyday living spaces, offering a full line of small, medium, and tall kitchen trash bags in a range of sizes and fragrances, including 4-gallon, 8-gallon, and 13-gallon options. Each Color Scents product is thoughtfully designed to deliver dependable performance for everyday household use, offering strong value and a subtle sensory experience that reflects the brand's optimistic, expressive personality.

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 and is supported by a workforce of more than 75,000 employees worldwide.

Color Scents products are available at select retail locations including [Amazon.com](https://www.amazon.com), Walmart, Walmart.com, True Value Hardware, and Popshelf. For more information on Color Scents products, visit www.mycolorscents.com.

About Amcor

Amcor is the global leader in developing and producing responsible consumer packaging and dispensing solutions across a variety of materials for nutrition, health, beauty and wellness categories. Our global product innovation and sustainability expertise enables us to solve packaging challenges around the world every day, producing a range of flexible packaging, rigid packaging, cartons and closures that are more sustainable, functional and appealing for our customers and their consumers. We are guided by our purpose of elevating customers, shaping lives and protecting the future. Supported by a commitment to safety, over 75,000 people generate \$23 billion in annualized sales from operations that span over 400 locations in more than 40 countries. NYSE: AMCR; ASX: AMC

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