



NEWS

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FOR IMMEDIATE RELEASE

Color Scents® Elevates Everyday Freshness with Microban® Antimicrobial Product Protection Across Its Trash Bag Portfolio

EVANSVILLE, IN — [Month XX, 2026] — Color Scents®, the household brand that pioneered color and fragrance in trash bags, features Microban® product protection as a core feature across its portfolio of household trash bags. From 4-gallon bathroom bags to 13-gallon tall kitchen staples, every Color Scents trash bag now features built-in Microban product protection designed to help inhibit the growth of odor-causing bacteria on the bag surface.

For more than fifty years, Color Scents has redefined what a trash bag can be—transforming a purely functional household essential into a product that adds fragrance, personality, and thoughtful design to everyday spaces. The brand’s use of Microban product protection complements Color Scents’ signature blend of fragrance, color-forward design, and dependable performance.

Modern households expect more from the products they use daily. Kitchens serve as gathering places. Bathrooms double as wellness spaces. Home offices, laundry rooms, and bedrooms reflect personal organization and care. Trash bags, though often overlooked, are consistently present in these environments. By introducing Microban

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protection portfolio-wide, Color Scents enhances one of the home's most essential products with an invisible layer of science-backed reassurance.

"Today's consumers want products that feel intentional," said Sheila Aerts, Retail Product Manager, Amcor. "They care about how something looks and smells, but they also want to know it works hard behind the scenes. By adding Microban Antimicrobial technology across the entire Color Scents line, we are delivering freshness supported by science—without sacrificing the expressive, color-forward personality that defines our brand."

Microban antimicrobial technology helps inhibit the growth of odor-causing bacteria on the treated surface of the trash bag. While it does not replace regular cleaning routines, it is designed to provide continuous product protection for the life of the bag. This helps keep bags fresher between changes, which is particularly helpful in high-traffic areas such as kitchens and bathrooms. The integration of Microban antimicrobial technology across all Color Scents products reflects an understanding of evolving consumer priorities. Over the past several years, conversations around hygiene, cleanliness, and household health have shifted significantly. Consumers increasingly seek everyday products that offer added confidence without added complexity. By embedding Microban protection into every bag—rather than offering it as a limited feature—Color Scents makes science-backed freshness accessible across the portfolio.

"Microban antimicrobial product protection allows us to support the modern home in a subtle but meaningful way," said Aerts. "It's not about overcomplicating a simple product. It's about reinforcing trust. When families line a trash can in their kitchen or bathroom, they can feel confident that their bag is working harder for them."

Color Scents' heritage of innovation in the trash bag category makes this enhancement a natural progression. Originally introduced as the first scented and colored waste bag line, Color Scents evolved into a brand with one of the largest assortment of fragrances and colors in the category. Since 2025, the brand is now part of Amcor, a global leader in consumer packaging with more than 75,000 employees across 40+ countries. Amcor has expanded the brand's technical resources, supply chain strength, and innovation capabilities—paving the way for portfolio-wide integration of Microban antimicrobial technology.

With Microban protection now standard across 4-gallon, 8-gallon, and 13-gallon offerings, Color Scents continues to blend beauty and function. Fragrance profiles such as Lavender + Sage, Fresh Air, Simply Clean, and other signature blends remain central to the brand's identity, while the addition of Microban antimicrobial technology reinforces dependable performance.

Lifestyle experts and home editors consistently note that consumers are investing in “small upgrades” that make daily routines feel more intentional. Coordinated storage bins, scented drawer liners, decorative cleaning tools, and thoughtfully designed trash bags reflect this broader movement. Color Scents meets that demand by offering products that look curated while delivering strength and reliability.

“Freshness is no longer just about fragrance,” said Aerts. “It’s about confidence. By integrating Microban antimicrobial product protection across the entire Color Scents line, we’re helping families feel more supported in the everyday moments that keep their homes running.”

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

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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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