

A close-up portrait of a woman with long, wavy blonde hair. Her eyes are completely obscured by a blindfold made of white gauze, which is adorned with several vibrant red and orange roses. Overlaid on the upper half of the image is a glowing, white, sans-serif text that reads: "Eliminates Odors, protects the planet."

"Eliminates Odors,
protects the planet."



sustainable, eco-friendly
Biodegradable & Recyclable

B&R Deodorizing Paper

sustainable, eco-friendly Biodegradable & Recyclable **B&R Deodorizing Paper**

Eco-friendly paper material, sustainably sourced.

Reusable through redox reactions.

01

Features

About

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B&R Deodorizing Paper

1. A paper-based deodorizer made by combining sheet-form **pulp with ferrous sulfate** to provide odor-eliminating functionality.
2. Made from wood pulp, this product is **environmentally friendly, biodegradable, and recyclable**.
(In line with the principles of the SDGs)
3. **Printable, easy to process**, versatile in use, and convenient to store anywhere.
4. It does not eliminate pleasant scents, making **it compatible with air fresheners and other fragrance products**.
5. Unlike products that simply 'suppress or trap odor components※ I' or 'mask odors with fragrances※ II', this is an oxidative catalyst-type deodorizer that **oxidatively breaks down unpleasant odors into odorless compounds**.
6. Through redox reactions, **it repeatedly exhibits deodorizing effects**.

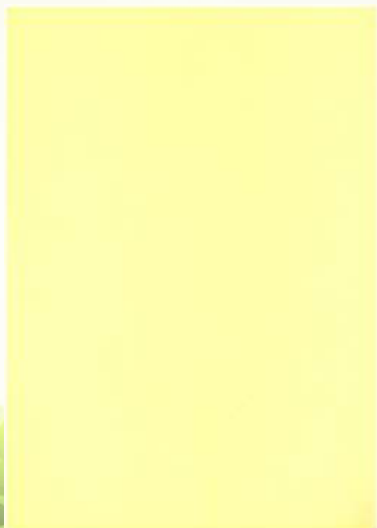
(※ I : Odor-causing substances are prone to re-release.)

(※ II : Does not directly eliminate odor-causing substances.)



Packaging configuration
: 50 sheets per pack

Yellow product sample



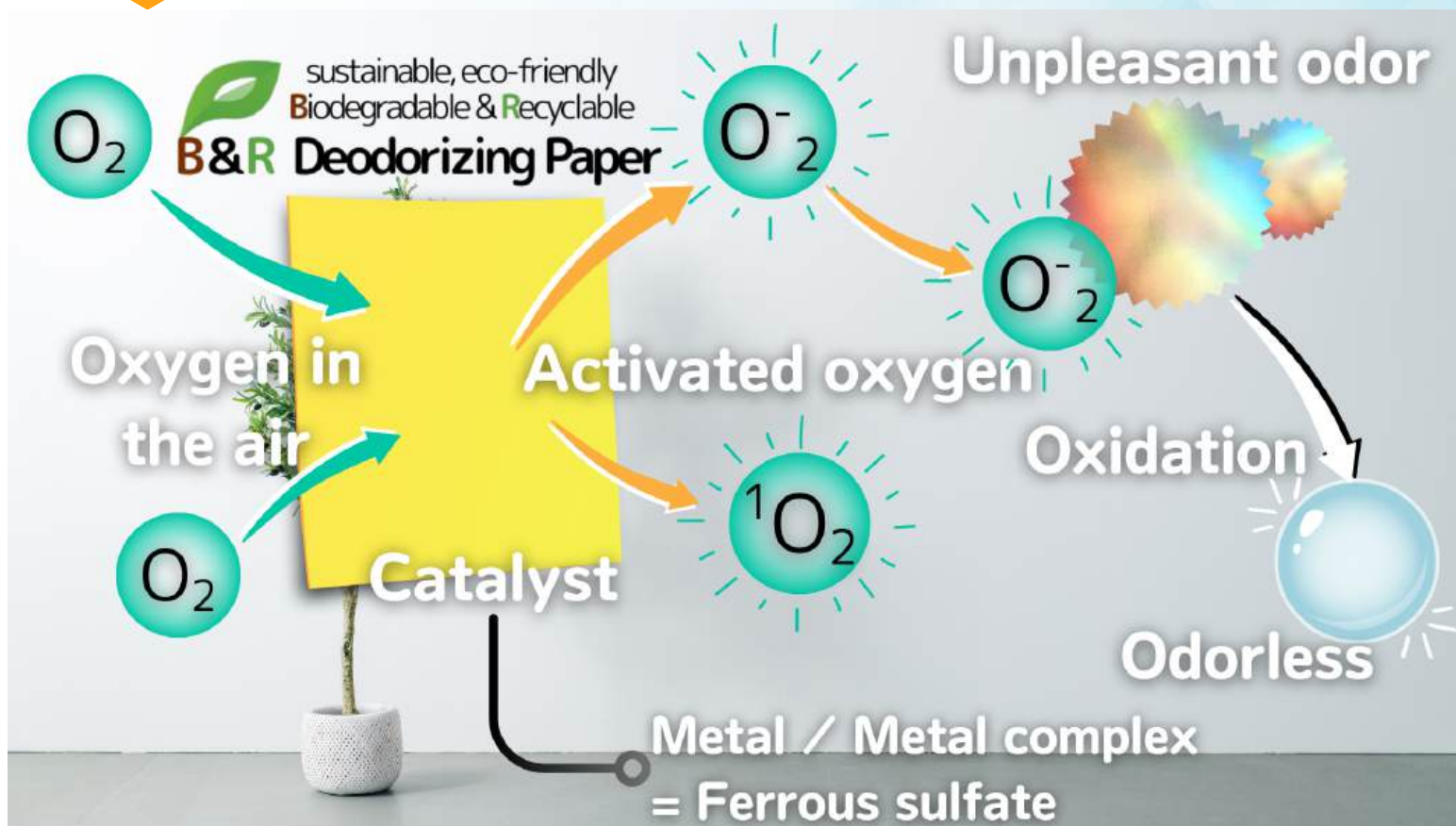
Printed sample (multifunction printer)



Item	Details	Notes
Composition	Pulp, Ferrous sulfate	
Size	A3 (297 × 420mm /11.7 × 16.5in)	Available in production lots up to 1,100 × 800 mm (≈43.3 × 31.5 in).
Colour	One side : Yellow One side : Changes from yellow to orange※	Colours available per production lot: Blue, Green, Red, Purple, Beige, Orange. ※For colour changes, please refer to 'Colour tone variation'.
Capacity	500 sheets per case	Cardboard case Packing : 50 sheets per pack × 10 packs
Net weight	7.75kg per case	15.5g per sheet Net weight is a calculated value based on standard specifications.
Grammage	125 g/m ²	
Country of origin	Japan	
Others	Suitability for printing, writing, and processing	Printable with multifunction devices and home printers (laser and inkjet). Please adjust print reproduction according to each printer.



Please note that the colour shown is based on digital data.



- When oxygen in the air contacts Deodorizing Paper, it is activated and released.
- The activated oxygen binds with odors, oxidizing them into odorless compounds.
- Through continuous redox reactions, the deodorizing effect is repeated.

→ Deodorizing mechanism

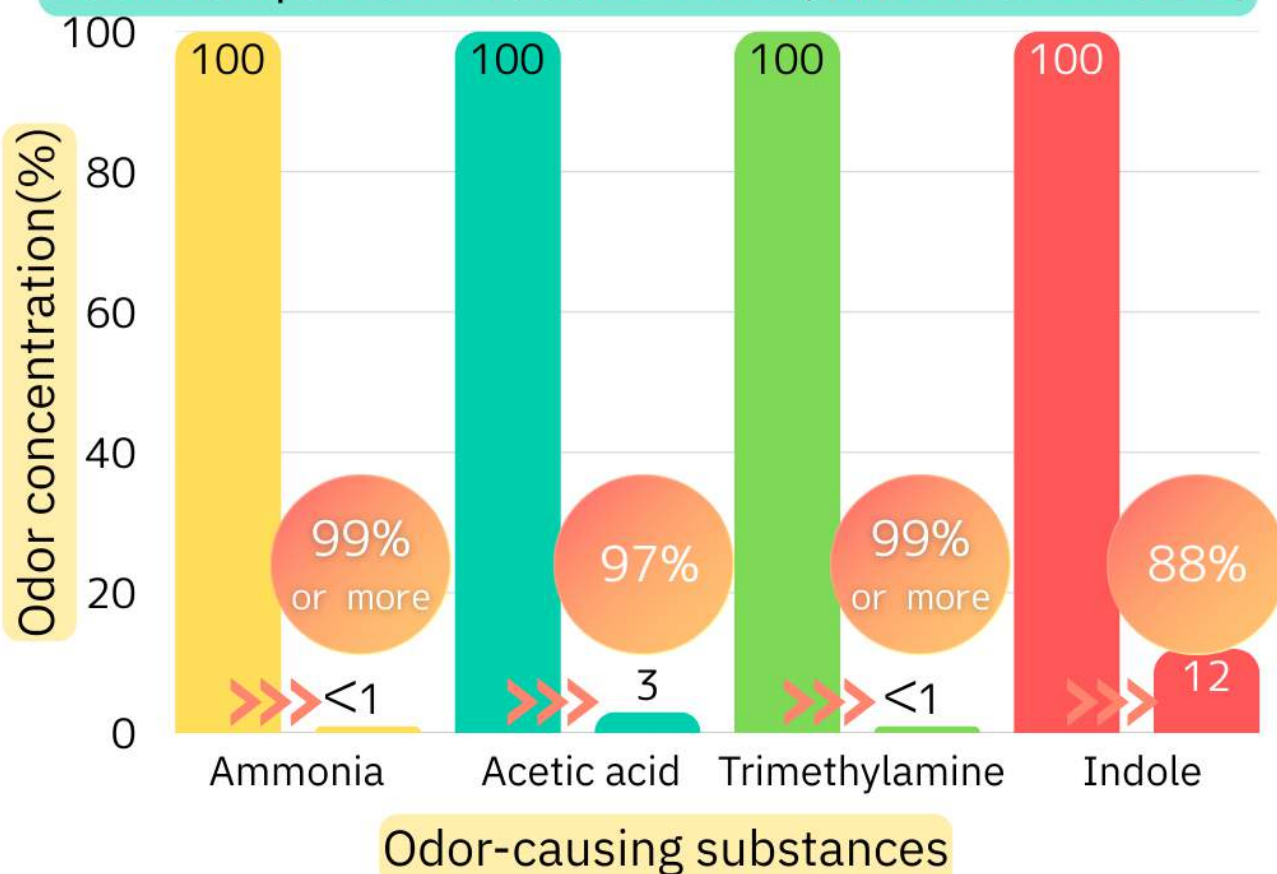
Odor elimination method	Method	Anti-Re-release	Features	Notes
Chemical	Convert odor-causing components into odorless substances by chemically reacting them with the deodorizing agent.	 Effective	Re-release of odor-causing substances is highly unlikely.	
Physical	Controls and traps odor-causing substances to inhibit odor emission.	 Limited Effect	- Effective against multiple odor-causing substances. - Relatively low deodorizing capacity. - Prone to re-release of odor-causing compounds.	
Sensory	Masks malodors with fragrance components	 Not effective	Not effective against odor-causing substances.	

Deodorizing Effect

Tested by BOKEN Quality Evaluation Institute (General Incorporated Foundation)

Test Number : 20224014040-1

Odor component reduction rate(>>> After 2 hours)



→ Odor-causing substances

Odor-causing substances	Additional information	pH	Major category	Subcategory
Ammonia	Pungent odor	Alkaline	Toilet, Body, Garbage, and Drain odors	Toilet, Pet, Sweat, Aging, Garbage, and Drain odors
Acetic acid	Sour odor	Acidic	Toilet and Body odors	Toilet, Pet, Sweat, and Aging odors
Trimethylamine	Rotten fish odor	Alkaline	Garbage odor	Garbage odor
Indole	Fecal odor	Acidic	Toilet odor	Toilet and Pet odors

→ Deodorizer market comparison

Category	Form	Features
Toilet	Mostly freestanding	• Takes up space, requires careful placement, risk of liquid leakage. • Some contain fragrance components, scent preference varies widely. • Some mask unpleasant odors with fragrance.
Healthcare	Mostly freestanding and spray types	• Takes up space, requires careful placement, risk of liquid leakage. • Spray types provide temporary deodorization, risk of staining. • In healthcare and nursing environments, deodorization of mixed odors may be required. (Mixed odors: a combination of urine, feces, sweat, aging odors, etc.)
Kitchen, Others	Mostly freestanding, with some hanging types available	• Many types, like deodorizing charcoal, work by adsorbing odors. • Deodorizing charcoal and similar types have a limit to how much odor they can adsorb.

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Category	Form	Features
General household and pet odors	Various methods such as placing, laying, and sticking	• Does not require specific placement. • Fragrance-free; fragrance components do not affect deodorization (compatible with air fresheners). • Effective against mixed odors. • Deodorizes via redox reactions, providing continuous and repeatable effect. • Suitable for writing, printing, and processing.

- Liquid deodorizers can spill, take up space, and lose effectiveness when the liquid is gone. Spray types work instantly but do not provide continuous deodorizing. Our product has no risk of spilling, requires minimal space, and works repeatedly as long as oxygen is present through redox reactions.
- Unlike other deodorizers, it can be printed on, written on, and cut, rolled, or folded for versatile use.



Household	Usage example	Reference
Entrance	Can be hidden if visibility is a concern	About 1–2 sheets
Waste bin	Attach to the inner lid or place at the bottom of the bin	About 1–2 sheets
Toilet	Attach or place	About 1–2 sheets
Washroom	Also effective against unpleasant odors around drains	About 1–2 sheets
Car	Place under floor mats or slip into pockets	About 1–2 sheets
Living room	Depending on odor strength, about 1 sheet for a 6–10 m ² room	A few sheets
Shoe cabinet	Inside shoes or as a mat	A few sheets
Bedroom	Depending on odor strength, about 1 sheet for a 6–10 m ² room	A few sheets
Refrigerator	Place on refrigerator shelves	About 1–2 sheets
Closets & Dressers	Stick on or place on the bottom of a dresser	A few sheets



Pet	Usage example	Reference
Dog-walking bag	Cut or fold to fit inside a bag	1 sheet
Living room	Depending on odor strength, about 1 sheet for a 6–10 m ² room	A few sheets
Cat litter box	Place under cat litter or attach around the toilet	About 1–2 sheets
Dog toilet area	Attach or place around the toilet	About 1–2 sheets
Waste bin	Attach to the inner lid or place at the bottom of the bin	About 1–2 sheets
Clothing storage bag	Place at the bottom of a bag or between clothes	About 1–2 sheets
Car	Place under floor mats or slip into pockets	About 1–2 sheets
Aquarium	Attach or place around the aquarium	About 1–2 sheets
Birdcage	Place at the bottom of the birdcage or attach around it	About 1–2 sheets
Small animals	Place on the cage floor or stick on the sides	About 1–2 sheets



Industry	Usage example
Used car sales	Used with price cards, placed under mats, or inserted into pockets for deodorization
Gym	In lockers or as restroom notices for deodorization
Nursing facility	Applied to the inner lid or bottom of waste bins, or placed indoors for deodorization
Memorial	Place at the bottom of the coffin
Hospital	Use for deodorization on waste bin lids, bottoms, or as notices
Hotel	Use inside closets or as notices/guides
Livestock farming	For deodorization: under car mats, in pockets, or on workshop walls
Pet hotel	Attach to walls or place around toilets
Ambulance	Place under stretchers or attach to walls
Taxi	Place under floor mats or slip into pockets



Others	Usage example
Paper decoration	For interior decorations with deodorizing paper
Wrapping	For wrapping products with strong odors
Drawing	For writing-friendly applications
Notice	For deodorizing notices
Deodorizing bag	Use folded or cut pieces in an organza bag as a deodorizing pouch
Picture	Print your favorite artwork or photos as deodorizing interior decor
Emergency backpack	Useful for deodorization in emergencies, and can serve as a fire starter
Evacuation shelter	Use on walls or floors for body odor control
Portable toilet	Electricity-free, spill-proof, compact, and suitable for any portable toilet
Shipping	Pack with odorous items—lightweight and space-saving paper



Customer Feedback

Customer Feedback(Japan)



As a salesperson, I often wear leather shoes and remove them at clients' homes, worrying about foot odor. Placing a quarter-cut Deodorizing Paper in each shoe eliminated the smell. Thank you !

Salesperson (Female)



I was a bit skeptical. We have six dogs, so the bedroom naturally has a strong animal odor. I placed two Deodorizing Papers in the bedroom. "Wow ! No odor ! " Sorry for doubting it. I will definitely keep buying.

Dog rescue activist(Female)



In summer, the drain emits a strong odor that bothers me while brushing my teeth. Following a friend's advice, I placed a Deodorizing Paper near the drain. The next morning, no odor at all—amazing !

Office worker(Female)



My husband is on chemotherapy and occasionally vomits, which produces a strong odor. I love aromatherapy, but scents trigger his nausea. A friend recommended Deodorizing Paper, and I tried one. "Wow ! The odor is gone ! " Thank you.

Beauty salon owner(Female)



As livestock farmers, we often drive in dirty, smelly boots, filling the car with odors. Placing two Deodorizing Papers inside eliminated the smell. "Amazing—farmers will love this ! "

Farm owner(Male)



I've played baseball for three years, and my bag with uniforms and shoes always smelled. Even after washing, the odor remained. Following my mother's advice, I placed one Deodorizing Paper in the bag. The next day, the smell was gone—amazing !

Student(Male)

※Just my personal experience—many others have reacted positively too.

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50 sheets per pack

Label side

Ferrous sulfate coated side

Reverse side of the label

Ferrous sulfate
uncoated side

CanisPlace Co., Ltd.
B&R Deodorizing Paper
297mm × 420mm 50sheets

Specifications

- Each sheet is coated with ferrous sulfate on one side.
- In a pack of 50 sheets, the labeled side indicates the coated surface.

Colour tone variation

- At production, both sides are yellow.
- Over time, the coated side gradually shifts to an orange hue as ferrous sulfate oxidizes through contact with oxygen, blending yellow and brown.
- This is natural, since oxygen exposure cannot be fully avoided, even under packaging at a microscopic level.
- This natural color variation is a product characteristic and does not affect quality or performance.
- The deodorizing performance remains unchanged.
- Even when oxidized, ferrous sulfate continues to release activated oxygen through repeated reactions.
- The reverse side (uncoated) remains yellow.

At the time of production

Ferrous sulfate

(Coated on one side)

Yellow side



Cross-sectional view

Yellow side

Over time

$^1\text{O}_2$ (Activated oxygen)

O_2 (Oxygen)

Release

Contact

Gradually changes to orange

Oxidized ferrous sulfate
(Changes to brown)

Oxidation



Contact Release

O_2 (Oxygen)

O_2^- (Activated oxygen)

Yellow side

Condition after elapsed time

Even after turning brown, repeated contact and release maintain the deodorizing effect. = Redox reaction

Release O_2^-

Contact

O_2

Orange side

Oxidized ferrous sulfate
(Changes to brown)

Contact O_2

Release

Yellow side

Actual colour

$^1\text{O}_2$

Orange colour

Yellow colour

※ Colours are as shown in the data.

→ Precautions for use

Item	Contents
Storage instructions	• Store unused products wrapped in plastic. • As this is a paper product, avoid storing in direct sunlight or in humid places. • Over time, contact with oxygen may cause discoloration; this is not due to reaction with odors. (The deodorizing effect remains unchanged despite discoloration.)
Handling	• Keep dry and avoid contact with liquids. • If the product becomes wet, its deodorizing effect may be reduced. • If the product becomes wet or damp, color transfer may occur. Please take care, especially with fabric items. • Effectiveness may vary depending on the usage environment and amount used.
Expiration date	• As the product can be used repeatedly through redox reactions, no expiration date is set. • Please set an appropriate usage period at your discretion.
Disposal instructions	• As this is a paper product, dispose of it as combustible waste, following local regulations and guidelines. • It is also biodegradable if returned to the soil.



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Made in Japan



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