

Create a fresh
scent
experience
for your environment

*Scents*Scapes™

WHAT EXPERIENCE A

Your customers will remember you more by what they smell.

Consumers today are very brand conscious through the use of all of their senses. In fact, research shows that smell has a greater impact on purchasing and employee productivity than everything else combined. A pleasant aroma, even a light one, enhances the impression of any room or space.

What is Scent Marketing?

Scent marketing is the latest technique proven to put customers in a spending mood and create a unique brand experience that forges powerful emotional connections. Pleasant odors can facilitate a serene state, prompting you to relax, buy more, and create memorable brands. From the time a customer enters your facility until their departure, you have an opportunity to create a fresh scent brand experience.



CASE STUDY #2

Disney has been using scent since the 1990s not only to add to the themed environments, but also to increase sales in the food shops.

Who Uses Scent Marketing?

Scent marketing can induce pleasant feelings, reduce anxiety, change perception, increase recall, increase learning, and trigger memory and desire. Excellent for Hotels, Restaurants, Retail Stores, Casinos, Care Facilities, Amusement & Recreation Facilities, Commercial Buildings and Offices.

Eliminate Bad Odors and Freshen the Air.

ScentScapes offers you the best in scent marketing and odor control by combining the highest quality fragrances with true deodorants. We don't use simple air fresheners that attempt to cover up unwanted odors with low quality, obnoxious perfumes. ScentScapes uses a unique formulation of deodorants that actually destroy your bad odors first, then impart a pleasant, high quality background fragrance.

CASE STUDY #4

Researched showed an 84% increase in the willingness to purchase a pair of Nike shoes in a scented room over an odor-free room.

ARE YOU CREATING?

75% of emotions are generated by smell because it has the most direct path to the emotional center of the brain.

ScentScapes™

CASE STUDY #1

A Seattle bank has placed mint scented money in its cash machines, encouraging repeat customers to identify with the brand.

Create a Custom Fragrance for Your Business.

ScentScapes fragrances are unique, custom blends of cosmetic-grade essential oils, designed for maximum performance and aroma quality.

Aire-Master can assist you in creating your own signature fragrance that successfully represents your company and will give your customers a unique, memorable brand experience.

Give us your fragrance ideas and we will create a fragrance just for you.

Fragrance Ideas

Lavender - Calming, Relaxing
Lemon - Uplifting, Invigorating
Peppermint - Revitalizing, Stimulant
Sandalwood - Elevating, Refreshing
Cedarleaf - Warming, Appeasing

For more ideas visit us online.

CASE STUDY #3

A big three automaker spent \$100,000 to create a scent in order for customers to perceive the auto salesperson as more honest and trustworthy.

Safety and Environmentally Conscious

- Deodorants are safe for use around children, people and pets
- Fragrances comply to RIFM Standards
- Deodorant bar is VOC Compliant

Fiber bar material is composed of 66% cloth and fabric post industrial and 33% wood pulp. Recycling these materials reduces the amount of landfill waste.





Designed for Your Environment

ScentScapes D2000 has been designed to work with the natural circulation of air flow upwards through the chamber area where the ScentScapes deodorant bars are housed. As the air rises, it will create a fresh scent experience for your environment. Air will return to the base of the unit and continuously flow through the chamber — eliminating unwanted odors.

How Our Program Works

Aire-Master will work with you to develop the best ScentScapes program for your brand and environment. With over 80 service locations in 41 U.S. states and 2 provinces in Canada, Aire-Master has the experts available for customer service and technical support.

Service

Professionally trained Aire-Master service representatives will visit your facility to provide the installation and service on a regular schedule.



- We will install the Scentscapes D-2000 unit in the recommended location. Floor and table standing or wall mounting.
- We will service and maintain D-2000 on a set service schedule for a small fee.
- Our trained service representatives will provide you with ongoing consultation to ensure your business projects an inviting image of cleanliness.

Delivery

Aire-Master will provide training and continuing education to your staff with simple installation and service instructions so you can maintain the high level of scent marketing you desire.

www.airemaster.com/scentscapes

