



SCENT
MARKETING/
BRANDING

Aire-Master[®]

SERVICES & PRODUCTS



SCENT
MARKETING/
BRANDING

SCENT BRANDING WORKS!

Seconds after your customer walks through your front door, they've formed an opinion about you, whether good or bad. Scent branding/marketing can play a vital role in helping create a positive impression for your brand.

Scent branding/marketing is the best-kept secret of many big companies and the most neglected tool in marketing. You see, no other sense is as powerful on our emotions and recall as our sense of smell.

Aire-Master successfully brings you this effective tool to add to your marketing strategy. And best of all, we have affordable solutions for all companies!

Scent Marketing/ Branding in use

Convention Hotels: Many convention centers are using our fragrances in their large atriums. Hotels are thrilled with the performance and quality with our dispensing systems. And their guests are impressed!

Casino Hotels: Many casinos are using our digital scent diffusers to dispense fragrances throughout guest rooms and hallways. Others are dispensing fragrance in their gaming rooms.

Retail Chains: Our dispensing systems have also been effective in stores. They are well received and create a positive experience for all!

Fragrance families

Aire-Master fragrances are unique, custom blends, designed for maximum performance and aroma quality. We offer the widest variety of fragrances available. We'll put scent branding to work for you by helping you select a fragrance that is suited for your customers and environment.

Quality fragrances for any environment.



Citrus

Citrus fragrances are fresh and zesty, often blended with floral or spicy notes.



Floral

Florals come from, and are inspired by, a wide variety of flowering plants.



Fruits

Fruits can come on strong, but their middle and base notes are surprisingly rich.



Herbs & Spices

Herbs and Spices are strong and long lasting. They include some of our most loved, classic fragrances.



Woods

Woody fragrances can range from sweet to earthy, and are very long lasting.



Other

Other fragrances include food-type aromas, colognes, and seasonal scents as well as scent-free.

Visit www.airemaster.com for our current fragrance list.





With over 200 fragrances in eight themes to work with, Aire-Master can help you select the right fragrance for your brand and an aromatic atmosphere your customers won't forget!

Whatever your business is, from hospitality or daycare to retail or eatery, we have a fragrance that will complement your business and put the finishing touch on your brand's presentation.

8

THEMES FOR A LASTING IMPRESSION



1. Calming

Relaxing, soothing aromas to center your mind and body

Reset your day with these calming fragrances and lull your mind and body into that lazy-day feeling. Unwind and daydream with subtle scents of lavender and mint swirling in the background. Take a long stroll through a minty forest or drink in the relaxing and refreshing effect of white tea and figs.

Aromas: Green Tea Lemongrass | Dark Vanilla | Lavender Garden | Mint Forest | Vanilla and Lace | Green Tea Vanilla

Spaces: Doctor's office | Spa | Therapy space | Den | Counseling office



2. Exotic

Experience a luxurious tropical getaway with one breath

Let exotic fragrances transport you to a tropical paradise where soothing waves wash over parched beaches and tranquil shores. Enjoy the sensation of Hawaiian magnolias against a backdrop of midnight woods or a tropical Christmas fused with fruity goodness and joy!

Aromas: Black Bamboo | Hawaiian Magnolia | Tahitian Sunset | Tropical Christmas | Midnight Woods

Spaces: Hotels | Eatery | Retail space | Guest room



3. Fresh

Take a deep clean breath of crisp sunlit morning air

Aire-Master's fresh fragrances will wake you up to a soft blowing coastal breeze — bringing with it the light, crisp scent of a nearby forest floor. Smell the wet dew on an open window pane as the soft glow of the morning sun filters through clean linens drying on the line. Take a deep breath, slide out of bed, and drink it all in!

Aromas: Fresh Air | Clean Cotton | Crisp Morning | Forest Floor | Linen and Sky | Mountainside Wildflowers

Spaces: Restrooms | Laundry areas | Office space | Hallways | Airports



4. Fun

Relive the fun of childhood with the fruity smells of mouth-watering nostalgia

Our fun fragrances are memory-evoking aromas from childhood! Relive the fun of collecting fruity candies on spooky Halloween nights, smell the tangy scent of lemon ice, and breathe in the sweetness of swirly gum drops. You'll recapture those moments and more, with every breath, as you experience these vibrantly exciting scents.

Aromas: Fruit Slices | Frosted Cranberry | Halloween Night | Orange Dreamsicle | Swirly Gum Drops | Watermelon Lemonade

Spaces: Daycares | Play areas | Churches | Retail space | Shops | Eateries | Lobbies



5. Inviting

Bring the outdoors indoors with our warm and sensual fragrances

These inviting fragrances capture the wonders of nature. The musky smell of wet moss from an Autumn rain add a masculine touch to the great outdoors. The scent of frosted pines under a sparkling moon easily allure and seduce any nature lover wishing to take a midnight walk on an aromatic, woody trail. Sense the wonders of nature whispering to you — beckoning you with its fragrantly rich and winding paths.

Aromas: Woody Path | Cozy Cabin | Man Cave | Midnight Seduction | White Tea and Fig | Winter Forest

Spaces: Lobbies | Offices | Retail space | Waiting rooms | Lodging



6. Romantic

The sweet floral scent of springtime evokes nostalgic memories

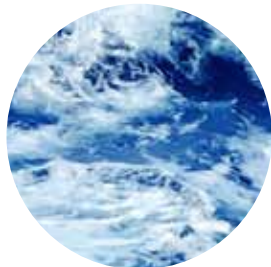
Romance fills the air, a fresh-cut arrangement sits in the moonlight on a Victorian veranda, and Southern lace sways softly in the clean night air, bringing with it hints of lightly scented florals and citrus. Live in an innocent lovers' paradise of days gone by.

Aromas: Lavender Fields | Magnolia Blossoms | Springtime | Starry Nights | Sweet Dreams

Spaces: Hotels | Bed and Breakfast | Retail space | Guest room | Formal areas

(continued on next page)





7. Uplifting

Invigorate yourself by waking up the mind and stimulating your senses

Running through a green herb garden peppered with fresh mint and citrus, under a turquoise sky, is just what the doctor ordered. Inhale and experience the rejuvenating scent of a crisp, cool waterfall as it washes over you — an invigorating sensation that clarifies the mind!

Aromas: Grapefruit Zest | Blue Agave | Citrus Sky | Field of Dreams | Green Clover and Aloe | Spring Rain

Spaces: Spas | Gyms | Counseling areas | Offices | Waiting areas | Meditation space



8. Welcoming

Grandma's kitchen is always a place of nourishing warmth and homemade baked goods!

Happiness begins in the kitchen, and the smells of spiced baked goods wafting through the air brings back memories of festive Christmases and year-round tasty goodies. Surround yourself with the mouth watering aromas from Grandma's kitchen hearth and experience all the buttery goodness and unbelievable deliciousness it brings!

Aromas: Harvest Spice | Cranberry Cobbler | Grandma's Kitchen | Spiced Preserves | Sugar Cookie

Spaces: Hotels | Entrances | Gift store | Restaurants | Guest areas | Bed and Breakfast | Lobbies | Model apartments

Our odor control

Retail / Stores / Malls / Specialty Shops



Ambience is key for any retail space. A fresh smelling atmosphere makes a great first impression and encourages patrons to hang out longer, and that means more opportunities for them to spend money. We can help introduce a scent branding experience that compliments your retail theme all while tackling your odor control problems.

Interior Walkways | Store Entrance | Retail Space | Restrooms | Trash Areas | Food Courts | Offices

and scent branding services really make a difference!

Hospitals / Nursing Homes / Day Care



Care facilities deal with unique odor problems. Lingering odors and fumes from body odors and fluids, waste, and spills can become trapped on walls, ceilings, flooring, furniture, and many other surfaces. We can help create fresh smelling environments for your patients and guests.

Hallways | Waiting Rooms | Guest Rooms | Play Spaces | Rest Rooms | Trash Areas | Laundry Rooms | Eating Areas | Gift Shops

Diners / Restaurants / Eateries



Even the cleanest restaurant deals with unpleasant odors that can ruin a good dining experience for their patrons. Eating establishments can accumulate nasty smells from humidity, body odors, restrooms, and trash areas. Take a deep breath and let our odor control service leave your customers with a five-star impression!

Entry Ways | Gift Shops | Rest Rooms | Trash Areas | Dining Areas | Drains | Coat Closets

Real Estate / Apartments / Hotels



Making a great first impression is important for a real estate or tenant agreement. But lingering foul odors left behind from previous guests or tenants can be a deal breaker. We can help rid the air of cooking, smoke, and pet odors and make your rooms and living spaces smell fresh and inviting.

Hallways | Entrances | Rooms | Trash Areas | Offices | Common Areas | Fitness Centers | Club Houses | Elevators



Emotions are generated by smell, because it has the most direct path to the emotional center of the brain.



A powerful first impression

Scent marketing enhances a customer's relationship with a brand by creating positive associations and increases focus



CREATE
DESIRE



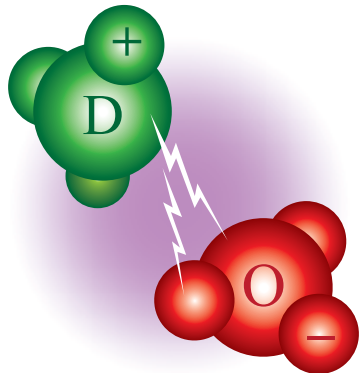
INCREASE
LEARNING



EVOKE
PLEASANT
FEELINGS



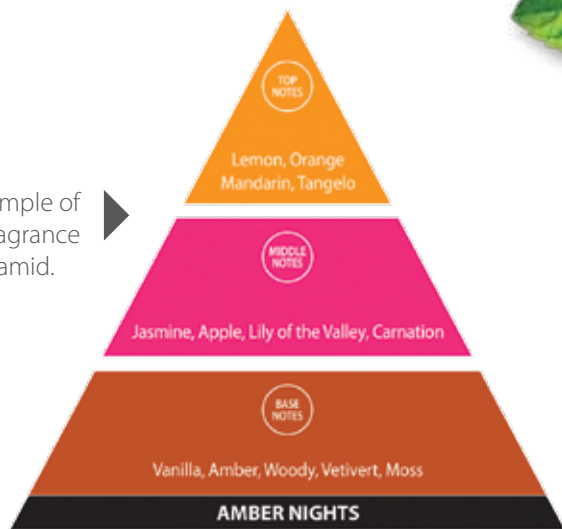
INCREASE
RECALL



The science behind why it works

We eliminate odors with proven technology. Our success is due to the addition of a deodorant to our fragrance formulas. The science behind it all is simple: our effective deodorant attacks odor at the molecular level and leaves odor-causing molecules odorless. This allows our appealing fragrances to work their magic and for you to make an impactful impression on your customers.

Example of a fragrance pyramid.



An unforgettable brand experience

Every Aire-Master fragrance works on three levels:

Top Notes create the initial impression of the fragrance; **Middle Notes** create the main theme; and **Base Notes** bring depth and solidify the fragrance. With six fragrance families and eight fragrance themes, we offer a wide variety of fragrances to choose from. There's one to fit your brand, space, and theme!

www.airemaster.com



Our stock fragrances

Take a look at a sampling of our stock fragrances. You'll find one featured from each fragrance family. Ask your service representative for a complete list of our quality fragrances, or visit us online.

FRUITS: Cherry Berry

Wild cherry and blueberry blend. **Top notes:** sweet cherry, tropical fruit. **Middle notes:** sugared blackberry and raspberry. **Base notes:** warm florals, vanilla undertone.

CITRUS: Fresh Orange

Fresh, natural orange. **Top notes:** sweet orange zest, fresh lime twist. **Middle notes:** red navel orange, sweet floral. **Base notes:** bergamot, orange pith.

HERBS & SPICES: Mint Leaf

Blend of peppermint and spearmint. **Top notes:** cooling, minty. **Middle notes:** sweet peppermint, spearmint leaves. **Base notes:** soft and green florals.

WOODY / FLORAL: Winter Woods

Evergreen with a floral twist. **Top notes:** green pine needles, citrus zest. **Middle notes:** airy pine forest, refreshing balsamic. **Base notes:** earthy and spicy undertones, clean-musk.

Seasonal fragrances available. Visit airemaster.com for more information.



Quality. Service. Solutions.

*Scent Marketing/Branding, Odor Control
and Commercial Hygiene Services*

Our services and products include:

- Odor Control
 - Cleaning
 - Hand Care
 - Paper
 - Fly Control
 - Add-Ons

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