

# ...spreading

# your fragrance!

---

Tools and Fragrances for the  
**Application of Scent**



 **FutureLink**  
Access - Parking - Security

SCENT MARKETING



Head Office  
Sheikh Zayed Road  
Building P 1083  
P.O.Box: 33392  
Dubai, U.A.E

Garhoud Branch  
Sheikh Rashid Road  
Sarah Bldg.  
P.O.Box: 33392  
Dubai, U.A.E

Tel.: (971 4) 321 8811  
Fax: (971 4) 3218811

[www.futurelink.ae](http://www.futurelink.ae)  
[info@futurelink.ae](mailto:info@futurelink.ae)



## Scent Marketing

30 Million smell cells enable each human being to distinguish about 10.000 odours. That is why the olfactory sense is the most sensitive sense and the only one which one cannot manipulate reflectively. Using plug-in systems developed by FutureLink you have the chance to influence odours as well as their effects.

Whether at an event, or an exhibition stand or during a presentation of goods, additionally to the creation of visual and auditive adventurous worlds the application of scent highlights you and your products.

The highly sensitive olfactory nerve registers fragrances and influences directly the emotional regions of the brain.

### Their effects are:

- creating attention and memories
- enabling quick associations
- influencing emotions
- evoking the human stimulus for curiosity

And they can do more than that. Scents are able to emphasize colorful tonalities, signal warmth and cold or just make one feel good. The right fragrance is an effective instrument for the creation of atmosphere and adventurous worlds.

No matter in which area of business you are in, despite all technological innovations, market research or communication concepts, the following is still valid: The client is king!

Scents do not only make your products or services shine but offer your clients a surrounding which influences their well-being in a positive way.

We offer you the chance to take advantage of these effects for conducting successful Scent Marketing.

Ask our Scent Marketing experts for further information about scents. They will analyze your individual needs and advise you with selecting the right fragrances.



Head Office  
Sheikh Zayed Road  
Building P 1083  
P.O.Box: 33392  
Dubai, U.A.E

Garhoud Branch  
Sheikh Rashid Road  
Sarah Bldg.  
P.O.Box: 33392  
Dubai, U.A.E

Tel.: (971 4) 3218881  
Fax: (971 4) 3218811

[www.futurelink.ae](http://www.futurelink.ae)  
[info@futurelink.ae](mailto:info@futurelink.ae)



## Scent & Effect

### Corporate Scent

The extension of corporate identity by the olfactory sense is called Corporate Scent. A Corporate Scent as part of your marketing strategy can be the deciding factor for your success. The sophisticated process of developing and implementing a Corporate Scent requires the support from experienced experts.

Our skilled scent marketing perfumer creates in accordance with you your personal Corporate Scent. The fragrance will harmonize with your Corporate Design and your habits and will establish a unique wholistic image. This combination will make your customers recall the good experiences they made with your company whenever they recognize your personal fragrance.



### Odour Absorption - Comforting Effect

Hotels would like to eliminate e.g. the typical "hotel odour". In offices and conference rooms the smell of tobacco and sweat after exhausting meetings and talks may not get into cushions, curtains or wallpapers... Gastronomy would like to avoid the smell of kitchen odours of the day before... in furnishing houses it ought not to smell like paint... in the clothing department not smell like in a factory...

SINODEEN absorbs and eliminates undesired odours. It is added to the air stream, eventually sucks up all gaseous toxic molecules and fixes them permanently. After the cage molecules have taken up their bad smelling freight, the air stream carries them away and they are distributed in the peripherals. Wherever they come down they are naturally destroyed by bacteria. A clean solution which differs from common methods of odour absorption or extinction.

Scents may not only increase the subjectively perceived air quality. Scents may have a comforting effect. In open plant offices one applies scents which increase concentration whereas in wellness centers and hotels appropriate scents may cause an increase in vitality and excitement.



FutureLink makes it possible.

Head Office  
Sheikh Zayed Road

Building P 1083  
P.O.Box: 33392  
Dubai, U.A.E  
Tel.: (971 4) 3218881  
Fax: (971 4) 3218811

Garhoud Branch  
Sheikh Rashid Road  
Sarah Building  
P.O.Box: 33392  
Dubai, U.A.E

www.futurelink.ae  
info@futurelink.ae



## Impacts of Scent on Customers

Scent has Psychographic and Subjective Impacts on Customers. A study conducted by University of Paderborn in Germany revealed the following positive results of implementing Corporate Scents:

- In general, the point of purchase was perceived to be more enjoyable (+ 21%)
- Presentations of goods were reported to be about + 55 % more stimulating than before
- Perceptions with respect to different price-performance ratios were regarded as being + 11% more favorable than before
- Customer satisfaction increased by + 7%
- Courtesy and empathy of sales staff was perceived to have improved by + 39 %
- Customers willingness to pay could be raised by + 84 %
- Retention periods at the point of sale could be raised by + 54 %

### Effects of Scenting at Points of Sale

- Increase of conversion rates
- Increase of retention periods
- Increase of individual willingness to communicate

### Effects of Scenting for Products

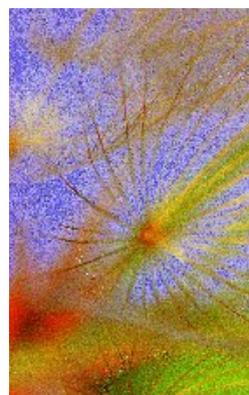
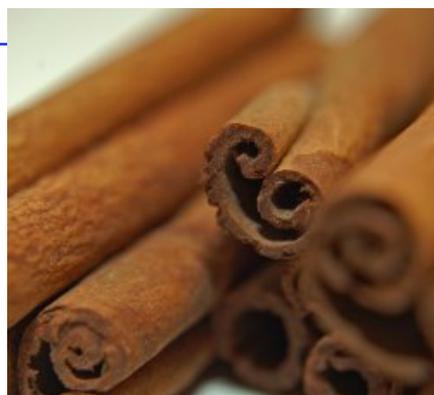
- Stimulating the drive to explore
- Increasing product attention rates
- Affecting unpremeditated buying behaviour

### Effects of Corporate Scent

- Recognition
- Emotional attachment
- Brand communication

### Effects of Event Scenting

- Creation of emotions
- Increase of memo values
- Creation of positive associations



Head Office  
Sheikh Zayed Road  
Building P 1083  
P.O.Box: 33392  
Dubai, U.A.E

Garhoud Branch  
Sheikh Rashid Road  
Sarah Bldg.  
P.O.Box: 33392  
Dubai, U.A.E

Tel.: (971 4) 3218881  
Fax: (971 4) 3218811

[www.futurelink.ae](http://www.futurelink.ae)  
[info@futurelink.ae](mailto:info@futurelink.ae)

# Fragrance Systems

## The Medium < 150 m<sup>2</sup>



A maintenance-free fragrance-system for fragrancing rooms of up to 150 m<sup>2</sup>. The standard system is delivered with a brushed high-grade steel-cover and evaporates gel fragrance compositions. The fragrance-cartouche lasts for about 700 hours and can easily be exchanged.

## The Tower < 600 m<sup>2</sup>



„The Tower“ is a fragrance-system which can be used flexibly in rooms up to 600 m<sup>2</sup>. Customary the device is delivered with a high-grade steel surface. The system works according to the evaporation procedure, which is harmless to your health, and is very economical with the ethereal scent compositions. 500gr. scented oil usually lasts for about 90 fragrance days. Just purchasing two systems (with the same surface) gives you the opportunity to choose a surface matching the already existing fitting design. A selection of up to 70 different designs is available.

## The Eventmachine < 1000 m<sup>2</sup>



This unique fragrance system made out of robust high-grade steel is conceived for halls or very large rooms (200 – 6000 m<sup>3</sup>). The device is installed very fast and is perfect for using it in e.g. exhibition halls, conference-rooms, assembly shops or event-areas (systems on rental basis available).

For short-term use there is a special, transparent fresh-air-film contained in the delivery whose perforation makes sure, that the fragrance is being kept in the planned area. For permanent assembly, not depending on an already existing fresh-air-plant, it can optionally be delivered with perforated fresh-air-pipes made out of aluminium.

Also suitable as a bad-smell-killer.

# Scent Library

## Essential Composition

- No. 1 A creation of orange-lavender, body-balancing and mind-vitalizing
- No. 2 A warm floral composition of oils made from orange-ylang-ylang and roses. Supports elegant surroundings.
- No. 3 This composition made of grapefruit-lemon grass promises new power and freshness. Especially created to stimulate alertness and creativity.
- No. 9 Blood Orange body-balancing and relaxing
- No. A 2 A fresh health cocktail from aromatherapy makes you feel good. It consists of carrot oil, orange oil, basil oil, lemon oil and celery oil.
- No. A 6 NEW ! Beauty and Care. This composition supports splitting of fat cells and makes you feel relaxed at the same time. Consists of pepper, grapefruit, fennel and tarragon.
- No. 128 Rosewood harmonizing and vitalizing
- No. 148 Mediterranean stimulating creativity and relaxing

## Composition essential / nature-like

- No. 30 This pure essential scent cocktail has an exotic accent as well as a balancing and stimulating effect due to the harmonization of the atmosphere. Consists of jasmine, tangerine, ylang-ylang, sandalwood, rosewood.
- No. 62 This mixture made out of herbs, vegetables and fruits has clear appetizing effect. Consists of: pepper, cucumber, lime and savory.
- No. 63 An association of a weekly market, lively, fresh, spicy. Contains essential oils. Ingredients: pepper, cucumber, lime and savory.
- No. 75 Vanille-Orange - This composition makes your room seem warmer and makes you feel relaxed and balanced. Especially suitable for cold winter days. You feel orange and vanilla.

## Composition nature-like / synthetic

- No. 8 A scent which gives you the impression of a basket full of Granny Smith apples.
- No. 14 This mixture contains the scent of just picked, juicy, ripe strawberries
- No. 33 A floral summer scent creation smells like freshly-cut water- and honey melons. Your room receives a summer like and appetizing atmosphere.
- No. 52 This scent has got the aroma of ripe bananas.

## Fantasy perfume oils

- No. 11 This scent has the aroma of freshly-made coffee.
- No. 21 It is like a garden full of roses and supports an elegant atmosphere.
- No. 42 Hyacinthe - This composition resembles a field full of narcissus and other spring flowers.
- No. 50 A fresh bunch of flowers resembling roses and other spring flowers.
- No. 51 A bunch of red roses with the scent of white lilies to complete the creation.
- No. 57 This scent has the aroma of fine chocolate powder

## Smell Extinction

- No. 58 Smell extinction for the elimination of permanently affected surrounding air. Contains essential oils.
- No. 59 Like Scent No. 58 but without essential oils.