

## Scented Inks: Sweet Smell of Success

Scent marketing is a growing trend in advertising. That's because smells trigger reactions, emotions and memories that can lead to decisive purchasing.

"Smell has a greater impact on purchasing than everything else combined," says Alan Hirsch, neurological director of the Smell & Taste Treatment & Research Foundation in Chicago. "If something smells good, the product is perceived as good."

Complementing your printing with scent gets noticed and makes a lasting impression on consumers. A Rockefeller University study revealed that humans could recall 35% of what they smell, compared with only 5% of what they see, 2% of what they hear, and 1% of what they touch. The results are in, scented marketing materials create happier customers that remember your brand longer.

### Stock scents include:

Apple Cider	Chocolate (Dark)	Jasmine	Peanut
Apple (Green)	Chocolate (Hot)	Lavender	Peanut Butter & Jelly
Apple (Macintosh)	Cinnamon Buns	Lemon Drop	Peppermint
Apple Pie	Citrus w/Eucalyptus	Leather (Auto)	Pine 1
Asphalt	Clean Cotton	Leather (Luxury)	Pine 2
Bacon	Coconut/Suntan	Lemon Lime	Pineapple (Pina Colada)
Banana	Coffee	Licorice	Pizza
BBQ (Cookout)	Coffee (Regular)	Lilac	Popcorn (Buttered)
BBQ (Mesquite Steak)	Eucalyptus	Lime	Pumpkin (Pie)
Blueberry	Fresh (Laundry)	Magnolia	Root Beer
Bread (Fresh Baked)	Fresh (Ocean)	Marijuana	Rose
Bubble Gum	Gasoline	Menthol	Smoke (Fire Place)
Burnt Rubber (Tire)	Gingerbread	Mint	Soda Pop (Fizzy)
Cake (Frosted)	Grapefruit	Natural Gas	Spearmint
Cherry	Grass (Fresh Cut)	Orange	Strawberry
Cedar	Honeycomb	Orchid	Stuffing (Turkey)
Chicken (Fried)	Hydrangea	Peach (Fresh)	Vanilla
Chocolate	Iced Tea (Lemon)	Peach (Georgia)	Watermelon
Chocolate (Chip Cookie)			

*Note: We recommend that you contact us to confirm inventory and lead times. For in-stock scents, we can normally ship within five working days. For orders of out-of-stock scents please plan on three to five weeks.*