

## 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 (Macintosh)*

*Coconut/Suntan Coffee Grind*

*Peach Peppermint*

*Auto Leather*

*Gingerbread Grass*

*Pineapple Coconut*

*Bacon*

*Lavender*

*Rose*

*BBQ*

*Lime*

*Smoke/Fireplace*

*Chocolate*

*Natural Gas*

*Vanilla*

*Chocolate (Hot)*

*New Wood (Cedar) Orange*

*Watermelon*

*Christmas Tree/Fresh Pine*

*Cinnamon Bun*

*Clean Cotton*

*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.*