

A Professional Scent Marketing Solution

OLFACTIVE SPIRIT®

Create

and gain instant Control
of your olfactive environment



Respectful Technology

Inspired Fragrances

Flexible Solutions

Proven efficiency

Plug & Play

Scalable

 Signature Olfactive

Professional «Olfactive Spirit®» System

The «Olfactive Spirit® Pro» system is your key to unlock the immense potential of scent marketing. It was designed for use in points-of-sale and not only complies with the highest standards of creativity, safety and environmental respect, but also takes into account the inherent operational, commercial and budgetary constraints of this context, while giving **free reign to the full power of scent marketing**.

• Respectful Technology

▶ A technology that **respects** the **environment**, the **location**, and the **people** working there

- ▶ A diffusion process without any dispersion of liquid in the atmosphere or deposition on the ground, surfaces, textiles, etc.*
- ▶ No risk of saturation of the scented area or discomfort for employees and customers
- ▶ The perfume will disappear only instants after the diffuser has been turned off
- ▶ Recyclable perfume refills, designed to avoid skin-contact with their contents

* A comparative analysis performed by an independent body of air pollution experts provides ample evidence of the reality of these claims. (Creatmos, 10/01/11)



• Inspired Fragrances

▶ Our in-house «nose» and her creative department (the very **DNA** of our company) are at your disposal to **guide** you through your **choice of fragrances** to :

- ▶ **Multiply** the impact of your commercial operations and products thanks to our **evocative fragrances**
 - ▶ Memories (baby, school, sunshine, fireplace...)
 - ▶ Delicious (Coca cola, coffee, espresso, cappuccino, chocolate, caramel fudge, sugared almonds, licorice, cereals, fresh cut lawn...)
 - ▶ Authenticity (leather, suede, polished wood, precious woods, wine cellar, cork...)
 - ▶ Seasonal atmospheres (Christmas, glacier, forest undergrowth, sunshine...)
- ▶ **Evoke** powerful emotions, a sense of well-being, energy, and let your customers escape from reality. Strengthen the **character** of your points-of-sale and reception areas thanks to our collection of **Premium perfumes** created in tandem with some of the best perfumers
- ▶ **Diffuse** your own fragrances or flavors with our patented diffusion technology

Scent Marketing which adapts to your specific needs

• Flexible Solutions

▶ **Versatile**, discreet and **transportable**, our **sensory stimulation system** allows you to **create a scented atmosphere** in specific areas of your points-of-sale (50m² per diffusion system). These ambiances can be tailored to your needs, perfectly adapted to your product or **sales strategy**

▶ Useful, targeted **Scent Marketing : Illustration**

Boutiques, shelving, shop aisles, sales corners... **Create a world** of fragrances tailored to your business **needs**; evoke feelings of empathy and well-being in your customers; stimulate desire for a particular type of food or a particular ambiance, all in a **matter of seconds**. With diffusion ranging from **50** to several **hundred square meters**, you can tailor our system to your needs with minimum wastage. Organise your olfactory journey by placing the diffusers at **key positions** throughout your sales area.



Optical Department
« Spa » Perfume
from 8:45AM to 7PM
Monday to Friday



Tea Room
« Dark Chocolate » Fragrance from 10AM to 3PM
then « Tea Leaves » from 3PM to 7:30PM from Tuesday to Sunday



Leather Goods Corner
« Chesterfield » Fragrance
from 9AM to 12PM,
and from 4PM to 6:30PM
from Monday to Sunday



Fashion Zone
« Velvet » perfume from 9AM to 2PM
then « Frangipani » from 2PM to 7PM from Monday to Saturday

▶ **Add** a bit of variety to your **olfactory universe** throughout the year **by changing** your fragrance refills **as often as you please**.

Professional Scent Marketing that is accessible and usable by all

Designed to adapt to **all types** of commercial establishments or reception areas, whatever the **surface area**, the « **Olfactive Spirit Pro** » diffuser and fragrance refills offer **user-friendliness, performance** and **adaptability**

• Plug & Play

▶ A design that meets **operational constraints**

- ▶ User-friendly equipment
- ▶ Programming the material is easy and well-explained (day, time, fragrance...)
- ▶ High level of autonomy (up to two months)
- ▶ Diffuser is easily integrated in points-of-sale as it is feather-light and small in size (*dimensions: 21.5 cm * 17.5cm * 5.5 cm – Weight: 980g with refills*)
- ▶ Highly flexible in operating conditions as no maintenance is necessary and the diffuser is connected to AC power (12v transformer)



Diffuser



Refills

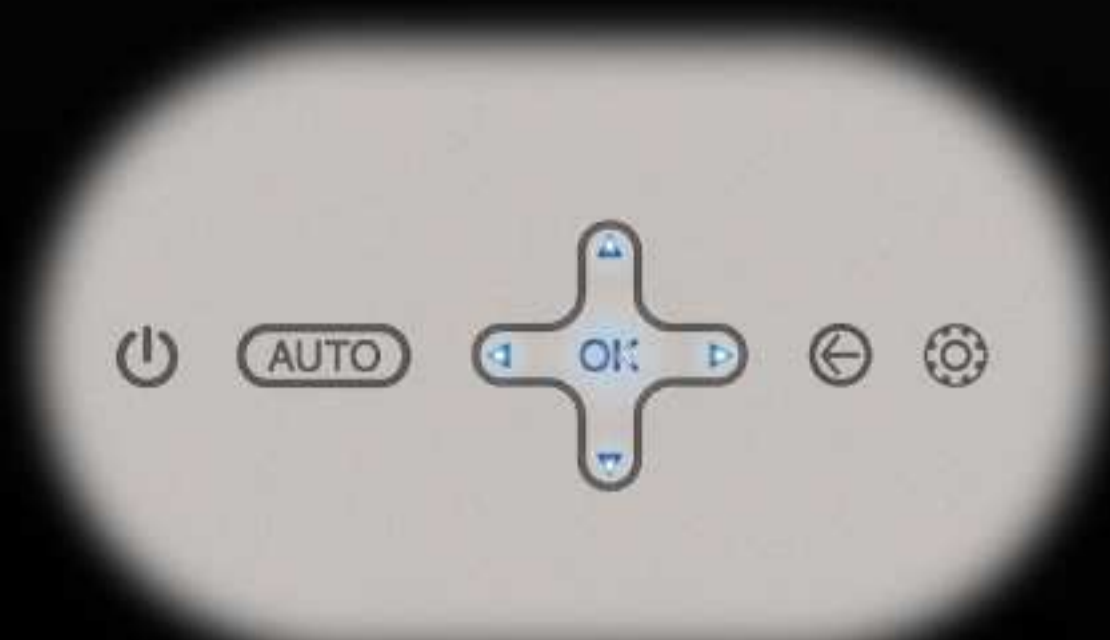
• Proven efficiency

▶ Multiple functions for **optimal control**

- Instant, personalized adjustment of fragrance intensity (5 levels) ◀
- Surface area covered by diffuser adjustable from 10 to 45m² (6 levels) ◀
- Innovative ease of use (LCD screen, shortcut button functions...) ◀
- Fragrance alternation system to program a sequence of atmospheres throughout the day, or on different days of the week... ◀
- Practical refills that can be swapped in mere seconds ◀
- Visual and/or sound alert when a cartridge is empty ◀



LCD Screen



Shortcut buttons

• Scalable

▶ One **system**, numerous **solutions**...

To better **adapt** to operational constraints, the system can be equipped with a number of **options** :



■ Antitheft device



■ Wall-mounting hook



■ Plain diffuser, no options



■ Pedestal



■ Infra-red motion detector



■ Protective casing

The «Olfactive Spirit®» Solution

Pleasure and well-being through olfactive stimulation

Rooted in the **socio-medical sector**, Signature Olfactive is a renowned specialist in **olfactory stimulation** and is today offering the world an innovative, versatile and highly-adaptable product.

This solution is the key to unlocking the immense potential of scent marketing in points-of-sale and reception areas, allowing you to **attract** and win over customers, **gain their loyalty**, stimulate **impulse buying**, or create a sense of comfort and tranquility.

The «Olfactive Spirit®» solution is a **truly viable alternative** to the current offer of professional mood induction systems – the limits of the current technology are the reason that **scent marketing** is not widely in use.

Thanks to this **exclusive** system, users can in a few instants **craft and create** an ambient olfactive environment suited to a variety of situations : receptions, sales “corners”, shop aisles, shelving, island counters, waiting rooms, bedrooms, meeting rooms, dramatic installations...

This can be achieved with no **technical constraints** in terms of implementation, health or operations and has the added incentive of **reducing operating costs**.

Signature Olfactive

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Signature Olfactive S.A.S. Capital of 421 270 Euros

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