

Companies recognise benefits of remote fragrancing

Scientific Research conducted over the past twenty years in America, Europe and Japan found that the controlled release of certain essential oils and aroma chemicals can influence a person's mental processes and buying decision as well as having a significant positive effect on the way they feel.

Three years ago **PURIFIED AIR** launched the Elemist remote fragrancing device, which after a slow initial take up due to its 'newness' is now being trialed by a number of blue chip companies including major high street retailers.

Currently both Warner Cinemas and My Travel have Elemist units installed. Warner Cinemas are using the fragrancing device in their Hammersmith branch. They initially called Purified Air in due to unpleasant odours in the auditoriums about which they were receiving complaints. Unable to determine what exactly was causing the problem they decided to neutralise and improve the environment. Since the installation of the system complaints have ceased and patrons enjoy a greatly enhanced atmosphere, negotiations continue for additional branches. My Travel is using Elemist to get customers in the holiday mood. My travel has several large outlets on retail parks, the first one to receive the Elemist treatment is at Lakeside in Thurrock, Essex. The fragrance used is called Coconut Beach and evokes the smell of coconuts and fresh fruit, this initial launch has been very successful with positive comments from staff and customers alike, further installations are expected.

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