

air aroma®



Who knew our sense
of smell could be so
significant?

We did.

We are 100 times more likely to remember something that we smell than something that we see, hear, or touch.

Vlahos, J. (2007). Scent and Sensibility. New York Times

Experiments in retail fashion stores have shown that when ‘feminine scents’ like vanilla were present, sales of female apparel doubled.

Martin Lindstrom - Buyology

Fragrances can have a beneficial effect on irritation, stress, depression, and apathy, and can further enhance the positive factors like happiness, sensuality, relaxation, and stimulation

Stephen Warrenburg (IFF) & Gary E. Schwartz (Yale University)

We have the most rare of capabilities.
We can create a truly coherent scent
strategy – and execute that strategy
across your entire business.

With more than 15 years experience
Air Aroma has been helping companies
implement scent as part of their
overall brand strategy and create an
unforgettable experience.

Our global network and patented scent
technology are just some of the reasons
why we are considered the market
leader in the scenting industry.

John van Roemburg, CEO Air Aroma Group

Why Air Aroma?

Air Aroma is different from other scent marketing companies because of our knowledge in perfumery. Since 1998 we have been creating and designing perfumes for global brands, making us experts in this field.

Helping brands connect with customers through scent, Air Aroma scenting solutions use perfume quality fragrances and 100% natural essential oils. Our patented diffusion technology guarantees consistent scent coverage and ensures there is no diminishing scent throughout the duration of the fragrance supply. Our in-house perfumers source only the best ingredients creating fragrances designed specifically to your needs.

Air Aroma prides itself on an unmatched level of experience and knowledge. With five regional offices (Melbourne, Amsterdam, New York, Toyko and Hong Kong) supported by dedicated local Air Aroma distributors covering over 80 countries, an Air Aroma representative is never far away to provide you with around-the-clock service.

We are committed to conducting our business operations in a manner which minimizes impact on the environment. Multiple internal recycling programs as well as using 100% recyclable PET containers for our products reduce unnecessary waste into landfill and our carbon footprint.

Air Aroma Clients



SOFITEL
LUXURY HOTELS





FitnessFirst



MaxMara

BOSS
HUGO BOSS

Fairmont
HOTELS & RESORTS

ZARA



Tell me and i'll forget
show me and i'll understand

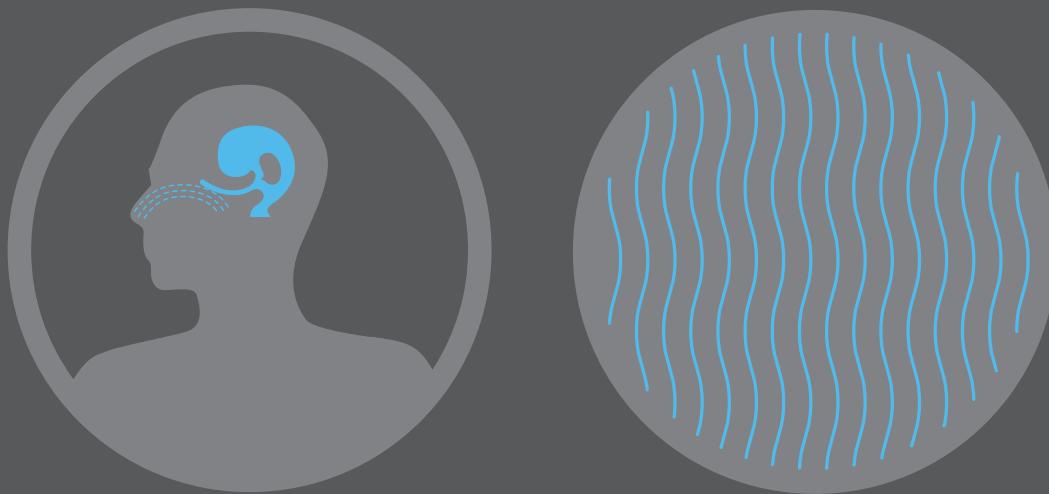
Smell and i'll remember



Why Scent?

Today companies are increasingly competing to differentiate themselves to win consumer spending and create brand loyalty. Fragrance allows brands to connect with customers on an emotional level, creating an unforgettable brand experience.

This is because your olfactory gland, which registers smell, is directly linked to the most important part of your memory. By diffusing a fragrance your brand is able to connect with customers on an instinctive level they simply won't forget!



Scent Branding

We understand the power of scent and how to utilize it for a powerful, coherent marketing message for your brand.

We carefully translate brand identities into unforgettable fragrances. Creation of custom scents and an olfactive identity exclusively for your brand, designed to represent its unique brand attributes and values.

Scent branding is more than just diffusing a pleasant fragrance in a space. It is the art of taking a company's brand identity, marketing messages, target audience and interior audio-visual cues and matching these with a unique fragrance that amplifies these branding aspects.



The results are in, happier customers that remember your brand and linger longer

Hotels

We assist hotels around the world in creating the perfect inviting ambience for their guests. Scented environments create a positive and lasting impression that guests are sure to recommend.

Waiting areas

Airports, banks, dentists and hospitals are relaxing their customers and patients by diffusing relaxing scents. Waiting in line just became a whole lot less stressful.

Fitness

Fitness clubs know that diffusing pure essential oils leads to revitalized air, therefore putting members in the right mindset for a great workout! To top that off, a sauna infused with eucalyptus and mint has members feeling completely revived.

Events

Launching a new pair of football shoes? Imagine the scent of fresh grass to enrich the event experience. Whether it's a product launch, trade show, fashion catwalk or conference, diffusing a quality fragrance will bring your event to life.

Food sales

Who can resist the tempting smell of freshly brewed coffee? Smell is key to selling food products. So how do you promote the sale of food that is packaged? Easy, scent irresistible coffee aroma and watch your customers line up.

Retail

Retailers are seeing positive results in their bottom line with customers lingering longer in retail stores that have implemented scent branding.

Offices

A happy worker is an efficient worker. Offices that have introduced specific scents to create a more pleasant feel, efficient work force and reduce stress and even clerical errors.

Fashion

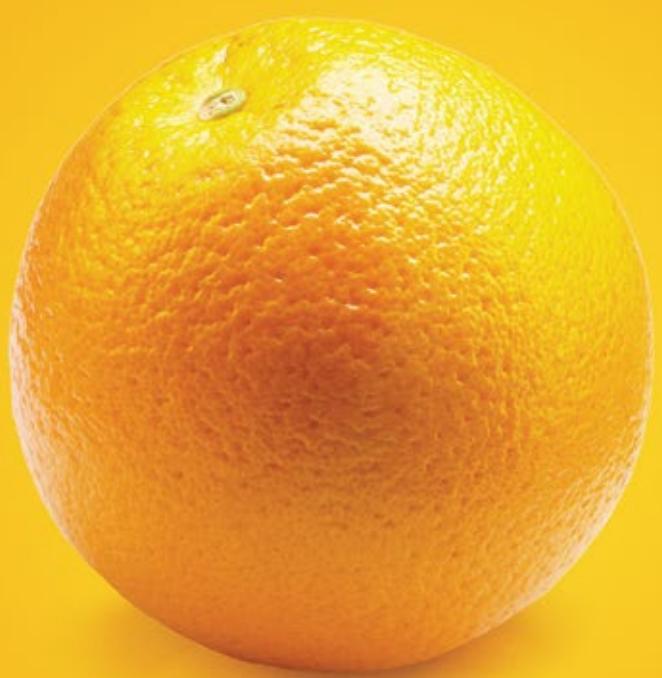
Fashion retailers take a front row position in scenting, creating a complete retail experience for their customers. From exclusive signature fragrances to range specific fragrances for male, female and children.



More than just marketing appeal

Behind the marketing, advertising and health appeal of a scent is the science. The human nose is a sensitive organ that can detect more than 350,000 different chemicals. The human sense of smell plays an important role in memory because scent receptors in the nose connect directly to the section of the brain responsible for memory and emotions.

So powerful, in fact, the nose is believed to affect 75% of our daily emotions. It is the close connection of the olfactory gland, which registers smell, and the limbic system, that governs emotion and memories, that is said to be responsible for the power behind the sense of smell.



It's what's inside that counts

When it comes to diffusing fragrances, nothing is more important than quality and safety. Air Aroma ensures the safety of its diffusion fragrances while providing products of the highest quality.

Using only the highest quality fragrances from around the world ensures that all scents deliver a consistent and appealing aroma without the harsh undertones of any low quality chemical-based scents.

Our diffusion fragrances are manufactured in accordance with the strictest IFRA (International Fragrance Association) standards and regulations, and are supplied with Material Safety Data Sheets (MSDS). Air Aroma is committed to supplying safe products to the global marketplace.



Signature Scents

We design bespoke fragrances just for you that are identifiable and distinctive.

To design a signature scent for your brand, our expert perfumers and brand strategists will take you through our unique creative process to establish a fragrance brief. Once established, our perfumers translate the brief into a signature aroma, carefully crafting each note, adding complexity layer by layer to reflect the values and vision of your brand.

Your “Fragrance Identity” becomes part of your brand and we ensure you own the scent as part of your intellectual property. A Signature Scent is most effective if customers can closely associate the smell with the brand, therefore should be used like a traditional graphic logo and be present in every possible customer contact point.

A brand with an olfactory logo has a 65% chance of being remembered. An unscented brand has a 50% chance of being forgotten within the first 3 months.

(Sense of Smell Institute)

Aroma oils

Aroma oils offer the possibility of distinctive and recognizable scents that create memorable experiences with lasting impressions. Perfume-quality diffusion fragrances that offer a consistent scent are ideal for scent branding purposes.

Whether you are a hotelier, retailer, cinema, bank or food outlet, have your brand smelling the same all over the world. Your noses desire, from fruity, fresh or floral to mouthwatering scents of chocolate, coffee or vanilla we have a fragrance to suit every need.



apple fresh, bamboo, cherry blossom, chocolate, choc orange, cinnamon apple, classic spice, coconut, coffee pure, fig essence, flower fields, frangipani, fresh crisp linen, fresh grass, guava cucumber, ginger flower, jasmine, kiwi, lavender linen, lemongrass cochin, leather, mélange maroc, ocean breeze, orchid, oriental blossom, osmanthus flower, patisserie, peach apricot, popcorn, rainforest, raspberry, rose, sea scent, sencha adore, spicy bakhour, springtime strawberry, twinkle star, vanilla bean, white tea, wood

Essential oils

Air Aroma's essential oil diffusion fragrances are blends of 100% pure essential oils. No dilutions, no carrier oils, no additives, just the way Mother Nature intended. Derived from flowers, leaves, bark, wood, fruit peel and other plant elements, these pure plant extracts carry the health and cleansing properties of their botanical origin.

The therapeutic integrity of essential oil diffusion fragrances is maintained through Air Aroma's patented cold-air diffusion technology. Our fragrances provide the anti-bacterial properties that clean the air and naturally fight the spread of air-borne bacteria. This makes them the perfect option for fitness, spa, office, hospital and aged care environments.



alpine air, ayo, bergamot burst,
botanic spa, breathe easy, bye
fly, captivating, cardio, citrus
season, christmas, conditioning,
cool down, evergreen, fresh
eucalyptus, golden sunset,
imaya, lavender forest, lavender
lemon, lemongrass, mint
motion, orange fields, pro
hygiene, pure peppermint,
redwood, serene, summer bliss,
tranquility, zuri

Arotec

Tobacco smoke, cooking smells, damp carpet, whatever your odor problem, Arotec can solve it. Diffusing one of the Arotec solutions with Air Aroma's patented cold-air diffusion units you naturally break down bad odors without the use of harsh chemicals or irritating solvents. Arotec doesn't cover up any odors, it breaks them down naturally and neutralizes the air.

Choose from either Arotec, Arotec Strong or Arotec Fresh (with a hint of Guava/Cucumber).



remove unwanted smells like cigarettes smoke, body odours, bleach, fungi, chemicals, mold, mildew, deep fat fryers, animals, pets, fish smells, food waste, musty upholstery, damp carpet, bacteria, laundry, rubbish, sport shoes, sweat, oil paints and other nasty smells

Arobalance

Air Aroma's Arobalance is a unique scientifically proven stress-relieving product. The Arobalance formula is the result of ten years of research undertaken by Australian biomedical scientists on how to reduce the adverse effects of chronic stress.

Unavoidable daily exposure to stress produces a gradual and often unnoticed negative effect on our health. Arobalance contains natural extracts from green plants, proven to produce a calm and serene atmosphere during such periods of stress.

The benefits of Arobalance can be enjoyed by diffusing it in an Air Aroma scent diffuser or simply by spraying it into the air with Arobalance spray bottle. Commercially Arobalance can be diffused with Air Aroma professional scent machines, ensuring an optimal atmosphere for the workplace or any other area where stress levels are a health risk.



Luxury scented candles lovingly handmade in Paris from natural ingredients and exquisite perfumes.

Air Aroma luxury scented candles are created from a unique blend of high quality perfumes and natural wax. Perfected over many years the natural wax is environmentally friendly with optimal fragrance performance.

Available in a wide range of core fragrances our Candles are also customizable to your brand using your visual branding and fragrance.



Patented cold-air diffusion technology

Thanks to our patented technology called ‘cold-air diffusion’, Air Aroma ensures that the quality of each fragrance is maintained throughout the entire diffusion process. Rather than using heat or evaporation to diffuse the scent, Air Aroma uses filtered cold air to diffuse its fragrances into an ultra-dry micro mist. The result is a subtly noticeable scent without being overpowering.

Air Aroma’s scent delivery systems apply flat-line diffusion technology. This guarantees a constant level of scent regardless of the quantity of fragrance left in the cartridge (compared to evaporation or gel-based diffusion systems)



Ready, set, scent. Arologic intelligent scenting

Good technology makes things in life easier and adds value to our lives. Arologic will make it so much easier to control the scent to exactly the right level. Arologic allows you to control the scent in a thousand different spaces from one single computer. When connected to an Aroscent Pro you will be able to control scents at any given time of the day or program the entire year in advance.

You will love the Arologic interface. Access Arologic by using your favorite web browser and connect to the scent devices you have installed. No more complicated controllers in inaccessible locations, simply operate your Air Aroma scent delivery unit from a desktop computer, laptop or even your iPhone, anywhere in the world.



Scents Floors Spaces Devices

Search Devices

Device Type	Space	Position	Floor	
	Aroscent Portable	Meeting Room	Front Entrance	02
	Aroscent Pro	Sauna	Back Corner	02
	Aroscent Wall	Gym	Near pot plant	06
	Ecoscent	Lobby	Near pot plant	01

Search, schedule and manage your scenting devices with Arologic

One system

Your Arologic allows you to control all your scenting devices from one simple intuitive system. Imagine scenting every room in a hotel all from the front desk. Imagine no longer.

Easy setup

Setting up your Arologic system couldn't be easier. Plug in your Arologic compatible diffuser and you're ready to go. No software installation is required. To run Arologic simply login with your internet browser.

No software

Arologic runs in your internet browser. Therefore it will work on any Mac or PC Laptop, Desktop or even Mobile device, making it accessible and easy to use for anyone, anywhere.

Scheduled scenting

Arologic makes it possible to automate and schedule your scenting. The built-in calendar gives you options such as what day, what time at which strength - giving you complete control.

Remote access

Simply log on to www.aroologic.com from anywhere in the world and gain access to your Arologic compatible scent diffusers.

Search and find

Lightning-fast live searches across your scenting network to easily locate devices and manage them. Search by location, scent, or device type and the desired results will appear.

Arologic

Scents

Floors

Spaces

Setup

Define scent

Scent name: Vanilla

Scent color: (color palette)

Pick a colour for your scent

Spaces

Devices

Recurring Single

Add Edit Delete

September 2009

S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

Today Done



Aropromo Point of Sale Scent Marketing





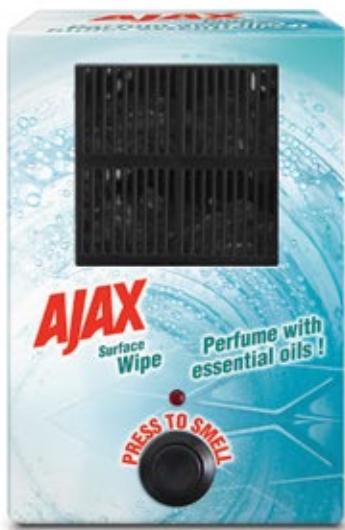
← PRESS. SMELL. LIFTOFF

Aropromo

Aropromo is a ‘Point of Sale’ (POS) scent solution that enables brands to create truly multi-sensory promotional campaign. Aropromo lets you incorporate scent into your product display or billboard, enticing customers to interact and experience your product through scent.

Clever, compact and affordable, Aropromo is completely customizable to your brand. Aropromo allows you to integrate your visual branding together with your product fragrance into a unique point of sale display.

Customers can interact with the display through a push button, motion sensor or on a time interval to release your scent. The result is a point of purchase scent diffuser and fragrance that is branded entirely your own.



Your Brand

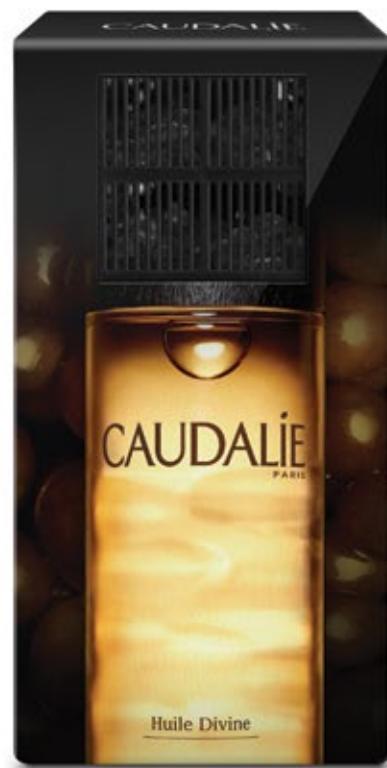
Aropromo is all about your brand. Our perfumers, designers and brand strategists work collaboratively with your company taking into consideration your visuals, artwork and overall marketing message to create a promotional display that your customers won't forget.

Your Display

Aropromo is designed to fit into your point of purchase display. The battery operated scent device comes in a variety of sizes, so whether you're looking to scent a large billboard or a small in-store display, Aropromo is flexible enough to fit into your display.

Your Scent

Aropromo uses your fragrance. By integrating your scent, Aropromo connects consumers directly to your product and brand, enabling them to experience your product or message in a more memorable and engaging way.



Aromax

The aromax is a must have designer diffuser, with a colorful design and a high quality finish. Stylish and compact the Aromax is ideal for homes, small offices or spas. The original minimalist cone shape and sensual texture of smooth anodized aluminum makes the Aromax the essential aromatherapy diffuser to compliment any interior.

The glass nebulizer is meticulously blown to ensure perfect diffusion every time. Each precision glass is quality control tested to guarantee the highest quality diffusion of Air Aroma fragrances.



Aroslim

With a coverage of up to 650m³ (21,000 ft³) the Aroslim is the ideal solution for banks, retailers and smaller hotel lobbies. Thanks to its understated looks, sleek anodized aluminum body and plug & play ability the Aroslim is also a great fit for office receptions, dentist waiting rooms and homes. The Aroslim's slender and stylish form complements its simplistic operation.

The Aroslim is designed to make scenting at your business or home effortless. Easily change between the six different fragrance strength settings with the touch of a button. Insert an Air Aroma fragrance cartridge of your choice, set the diffusion strength and revitalize the air.



Aroscent

The Aroscent is a direct fragrance system, designed for areas where there is no access to an air conditioning system. Placed in the desired location the Aroscent directly releases the aroma into the air using cold air technology. These systems are available in various designs & colors to match any decor.

Built of smooth anodized aluminum the Aroscent range has the looks and its plug & play functionality enable easy, professional scenting in hotel lobbies, function rooms, retail outlets, hospitals and many others.

With a reach of up to 1000m³ (35,000 ft³) the Aroscent range is a great solution for small to medium sized spaces and available as a wall mount or portable version.



erogeneous

stochastic

Ecoscent



The practical Ecoscent system is designed for larger size areas that require discrete diffusion. Ideally connected to your HVAC system it will also increase efficiency by up to 50% (compared to diffusing straight into the air).

Featuring small or large fragrance bottles, the Ecoscent range is all about user-friendliness and flexibility. With our Ecoscent range you can scent any size space and the equipment is low maintenance and built to last.

Aromini

Aromini is a battery operated scent delivery system that is ideal for small spaces 60m³ (200 ft³). Aromini fragrance cartridges use dry scent technology that encompasses polymer beads.

The fragrance is diffused into the air by a silent yet powerful turbine, forcing air through the scented bead cartridge. Touch controls and light sensors make it simple to start scenting as there is no installation required and no cables or electrical outlet needed.



Technical specifications



Aromax



Aromini



Aroslim

Dimensions:	ø160 x 230mm (ø6 x 9 in)	153 x 48 x 118mm (6 x 2 x 4.5in)	ø230/ø80 x 1100mm (ø9/ø2 x 43in)
Weight:	1.5kg (3lbs)	0.5kg (1lbs)	5kg (11lbs)
Power Supply:	220-240 V 50/60 Hz 120V 60Hz, 100V 50/60Hz	2 D Batteries	100-240 V Input 10vDC
Power Consumption:	5W 50Hz, 6W 60Hz	N/A	6W
Coverage:	125m³ (4500ft³)	60m³ (2200ft³)	650m³ (21000ft³)
Fragrance Cartridge:	N/A	N/A	1 x 250ml (8.5 fl oz)
Adjustable Strength:	Yes	Yes	Yes
Arologic Functionality:	No	Optional	No
Lockable:	No	No	Yes
Material / Finish:	Anodised Aluminium	Plastic	Anodised Aluminium
Colours:	● ● ● ● ● ●	●	● ●

**Ecoscent - r1****Ecoscent - r2****Ecoscent - r4 / r6**

Dimensions:	300 x 125 x 150Dmm (12 x 5 x 6in)	300 x 125 x 150Dmm (12 x 5 x 6in)	320 x 225 x 240Dmm (12.6 x 9 x 9.5in)
Weight:	3.6kg (8lbs)	4.5kg (10lbs)	7.3 / 9.2kg (16 / 20lbs)
Power Supply:	220-240V 50/60 Hz, 100-120V 50/60Hz	220-240V 50/60 Hz, 100-120V 50/60Hz	220-240V 50/60 Hz, 100-120V 50/60Hz
Power Consumption:	240V 50W, 120V 66W	240V 50W, 120V 66W	240V -130/90W, 120V - 160/225W
Coverage:	500 to 1000m3 (17500-35000ft3)	1000 to 2000m3 (35000-70000ft3)	4000 to 6000m3 (140000 to 210000ft3)
Scent point connections:	1	2	4/6
Adjustable Strength:	Yes	Yes	Yes
Arologic Functionality:	Optional	Optional	Optional
Lockable:	Yes	Yes	Yes
Material / Finish:	Anodised Aluminium	Anodised Aluminium	Anodised Aluminium
Colours:	●	●	●

**Aroscent - Portable****Aroscent - Wall**

Dimensions:	387 x 400 x 110Dmm (15 x 16 x 4in)	387 x 340 x 107Dmm (15 x 13 x 4in)
Weight:	8.3kg (18lbs)	6.6kg (14lbs)
Power Supply:	220-240V 50/60 Hz, 100-120V 50/60Hz	220-240V 50/60 Hz, 100-120V 50/60Hz
Power Consumption:	240V 50W, 120V 66W	240V 50W, 120V 66W
Coverage:	500 to 1000m3 (17500-35000ft3)	500 to 1000m3 (17500-35000ft3)
Scent point connections:	1 x 450ml (16 fl oz)	1 x 450ml (16 fl oz)
Adjustable Strength:	Yes	Yes
Arologic Functionality:	Optional	Optional
Lockable:	Yes	Yes
Material / Finish:	Anodised Aluminium	Anodised Aluminium
Colours:	● ● ● ● ●	● ● ● ● ●

andorra, argentina, australia,
austria, bahrain, belgium,
bolivia, brazil, cambodia,
canada, chile, china, colombia,
costa rica, croatia, cyprus,
czech republic, denmark,
dominican republic, ecuador,
el salvador, estonia, finland,
france, germany, greece,
guatemala, honduras, hong
kong, hungary, india, indonesia,
ireland, italy, japan, jordan,
kuwait, latvia, lebanon, lithuania,
luxembourg, macau, malaysia,
mexico, monaco, montenegro,

netherlands, new zealand,
norway, oman, panama, peru,
philippines, poland, portugal,
puerto rico, qatar, romania,
russia, saudi arabia, serbia,
singapore, slovakia, slovenia,
south africa, south korea,
spain, sweden, switzerland,
taiwan, thailand, turkey, ukraine,
united arab emirates, united
kingdom, united states, uruguay,
venezuela, vietnam

visit us online at
www.air-aroma.com

Air Aroma International
26/91-95 Tulip Street
Cheltenham VIC 3192
Australia

Air Aroma USA
241 West 37th St - Suite 530
New York, NY 10018
United States of America

Air Aroma EMEA
De Liesbosch 8D 3439 LC
Nieuwegein
The Netherlands

Air Aroma Japan
Setagaya Business Square,
Hills 2 4-10-3 Yoga, Setagaya-
ku, Tokyo 158-0097



Copyright © Air Aroma International Pty. Ltd. All rights reserved.

The Air Aroma logo is a registered trademark of Air Aroma Research Pty. Ltd.