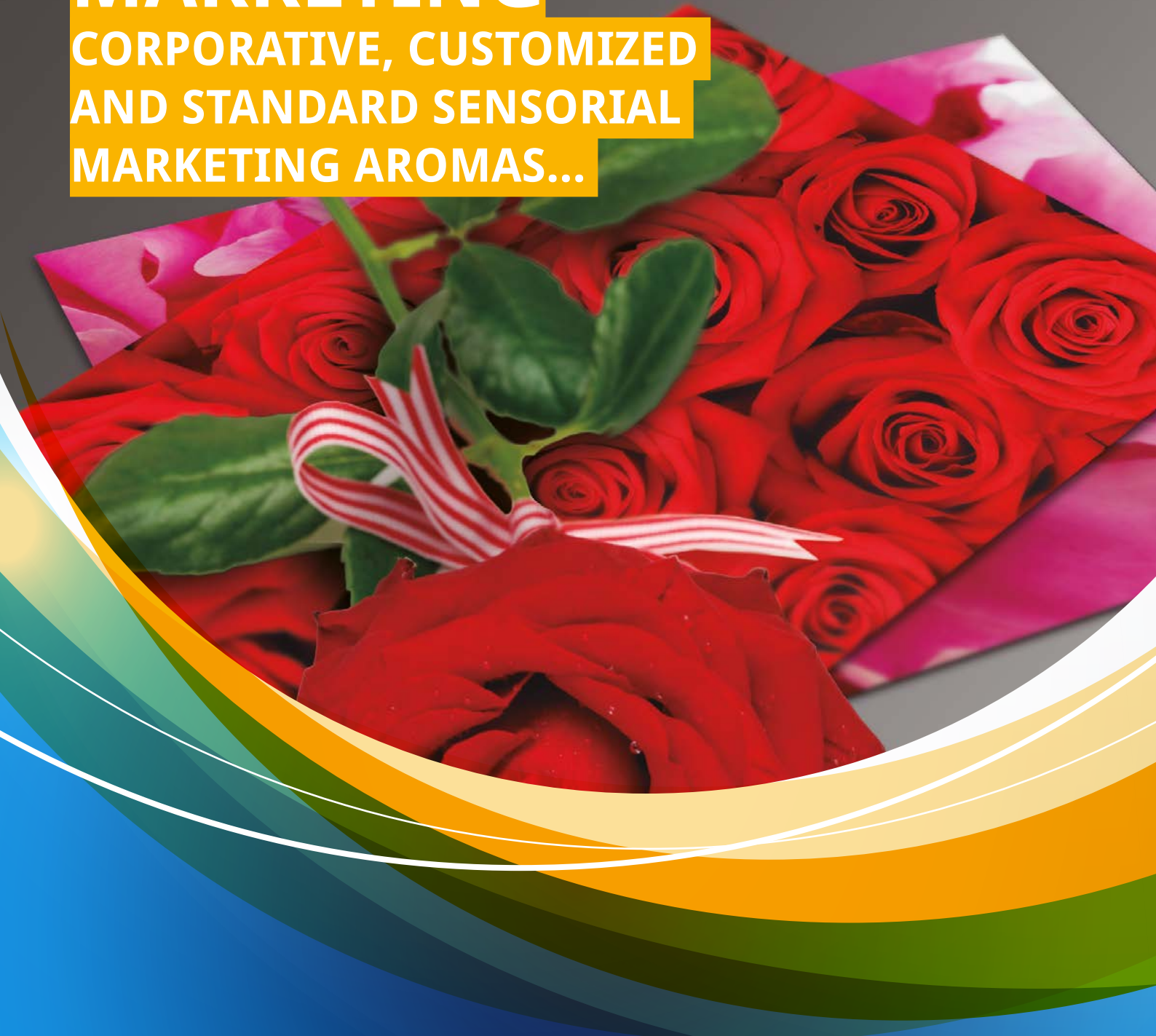


SENSORIAL MARKETING

CORPORATIVE, CUSTOMIZED
AND STANDARD SENSORIAL
MARKETING AROMAS...



SCENTED PRINTING

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What is it about?

Scented printing is achieved by using a technique employing colorless varnishes containing microencapsulated odoriferous substances on certain areas. If rubbed, such microcapsules crack and the aroma is released. There are standard aromas (strawberry, coconut, lime, cinnamon...), although customized aromas may be produced. And more and more frequent an increasing number of companies have already adopted their own corporate aroma as their own brand image.

Grafilur has been using and printing with scented varnishes for the last 20 years, thus Grafilur has acquired a wide experience in the application of this technique and reached a preferential supply agreement with the top European suppliers.

SENSORIAL MARKETING

The sensorial marketing aroma uses the primary perception through our senses as the means to achieve a more efficient communication with the public. Amongst our five senses, several scientific studies have shown that smell is the one that generates the greatest impact. Our brain consists of two parts, a rational part and a sensorial part that are in a continuing fight to collect information... It has been proved that memories are more stable and long-lasting remembered when they are acquired through sensations and emotions.

ADVANTAGES

- It awakens the most friendly side of the human being.
- It makes you to keep the print-out.
- It achieves a multiplying effect, because its recipient will surely show it to other people.

AROMAS IN OUR STOCK

Smoke, strawberry, banana, cinnamon, lemon, coconut, rose...

CUSTOMIZED AROMAS

Aromas may be produce at customer's request.

APPLICATIONS

- Didactic books and publications addressed to kids.
- Striking business cards.
- Marketing publications reinforcing the message released.
- Corporate stationery for companies with their own corporative aroma.