



Let our fragrances tell your story



a solution by:
UNISER





What is Scent?

Scent comes from Latin word of Sentire which mean “to feel”
Scents are believed to have been put to use first by Egyptians way back in 1850 B.C.

The first evidence of aroma scent making began in Egypt and Mesopotamia and was then picked up by the Persians and the Romans.

Early aroma scent was made using natural materials such as bark, wood, roots, leaves, flowers and seeds. They were extracted from trees and were infused in oils.



Scent & Emotions

The recollection of a brand through the use of Scent is much higher than visual or audio. People identify brands with a 'scent' and 'scent' with a brand. The power of scent is so strong that it can leave interminable impressions on a customer's mind. Without scent, food wouldn't be half as appealing and life would be very dull indeed.

"The Sense of smell is one of the earliest senses to develop, it happens while a baby is still in the womb."

Scientific study reveals :

- ~ 75% of our emotions is smell related
- ~ 85% of human will have nostalgic feelings with the right scent



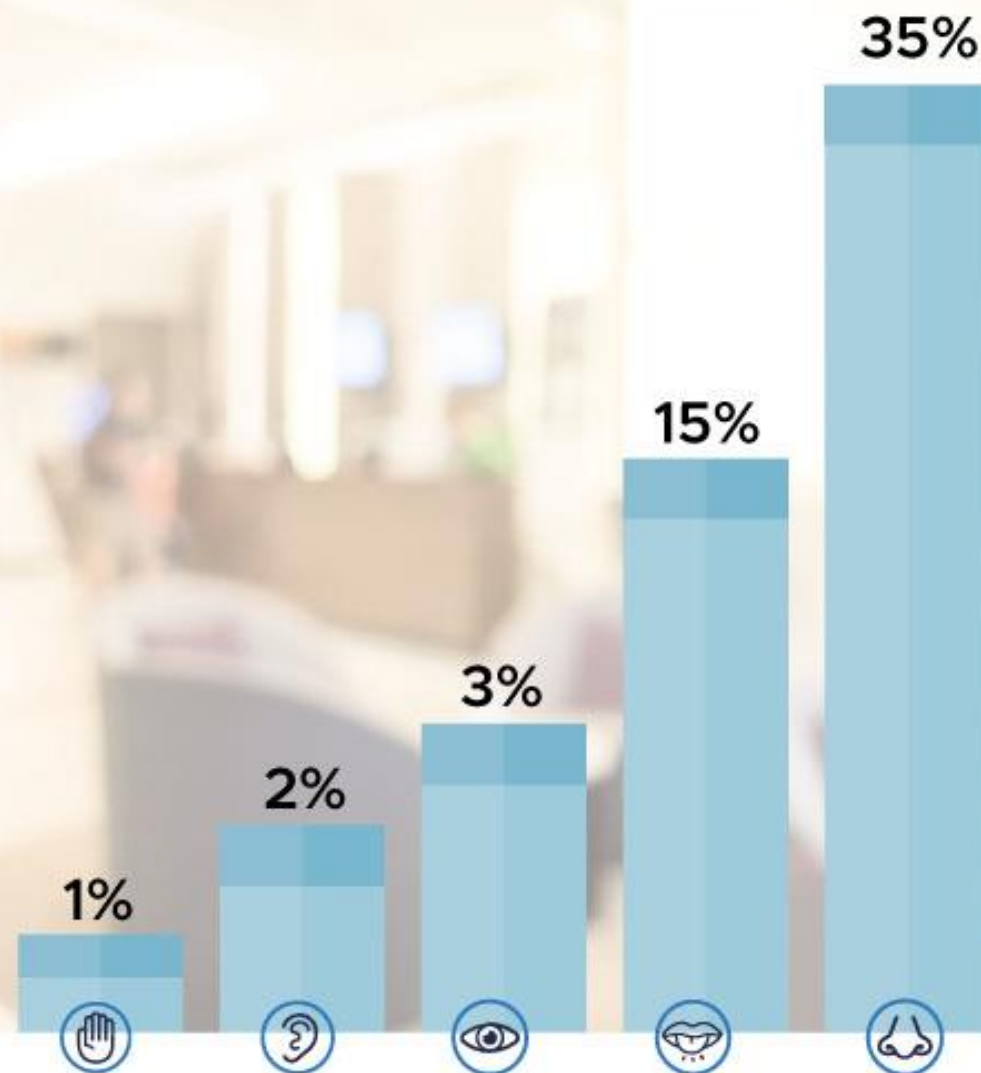
Higher Engagement & Recall Value of Scent



84% increase of willingness to buy & pay US \$ 12.33 more



40% more time spent by customers.



20% to 32% increase in recall rate with scent solutions *



52% reduction in clerical error in office environment



53% increase in slot machine revenue

What we do

01.

Physical Survey of space
or Digital Survey of space
using autocad / videos etc



DIFFUSER MACHINE

03.

Selecting the right scent
from our library or
development of specific
new scent



EXECUTION

05.

Activation of
IOT-enabled APP for
scheduling & optimizing
the scent experience.

IOT-APP

SURVEY OF SPACE

TYPE OF SCENT

Execution & deployment
of solution - machine &
scent - with a guided
approach on where it
should be placed and
how it should be used.

04.

02.

Selection of suitable
scent machine based on
size of space & ceiling
height and after
understanding the layout
of the space, air-flow
analysis etc.



Example of Application of Scent Solution:

Industry Type : Retail Spaces / Malls

Recommendation : Signature Scent

Goal :

- ✓ Increase Traffic.
- ✓ Increase time spent by customers.
- ✓ Improve perception of quality.
- ✓ Increase brand recognition & recall.
- ✓ Create brand loyalty.



Example of Application of Scent Solution :



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Example of Application of Scent Solution:

Industry Type : Hospitality / Hotels
Restaurants / Resorts

Recommendation : Warm / Welcoming

Goal :

- ✓ Improve Guest Impression.
- ✓ Improve perception of check-in waiting time.
- ✓ Increase guest satisfaction.
- ✓ Increase merchandise / souvenir sales.
- ✓ Eliminate mal-odours (cigarette, smoke, mildew, renovation smell etc.)

Example of Application of Scent Solution :



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Example of Application of Scent Solution:

Industry Type : Corporate Offices / Lobbies

Recommendation : Cool / Relaxing

Goal :

- ✓ Improve perception of temperature (cool).
- ✓ Improve focus & creativity.
- ✓ Reduce Stress.
- ✓ Eliminate bad odors from pantry, refuge area, car parks, trap room etc.
- ✓ Improve collaboration.

Example of Application of Scent Solution :



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Library of Scents / Fragrances Types

- LEMON GRASS
- JASMINE
- LAVENDER
- OUD
- SEA BREEZE
- LIME
- FOREST GREENS
- AMBER

We Can Customize Any Scent Oil Based on
your Preferences / Brand Philosophy



Benefits of Dew Scent Oil



Stress relief



Aromatherapy



Mood enhancement



Refreshing & Uplifting



Energizing



Air freshening



Odor Masking



Calming & Fresh



Boosts Concentration



Non-toxic



Application Area of Dew Scent Oil



COMMERCIAL SPACES

Malls | Showroom | Retail Stores | Gyms | Spas



OFFICES

Lobby | Reception | Work Spaces | Washrooms



RESIDENCES

Villas | Apartments | Common Areas



HOSPITALITY

Hotels | Restaurant | Coffee Shops



INSTITUTES

Schools | Universities | Hospitals



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