

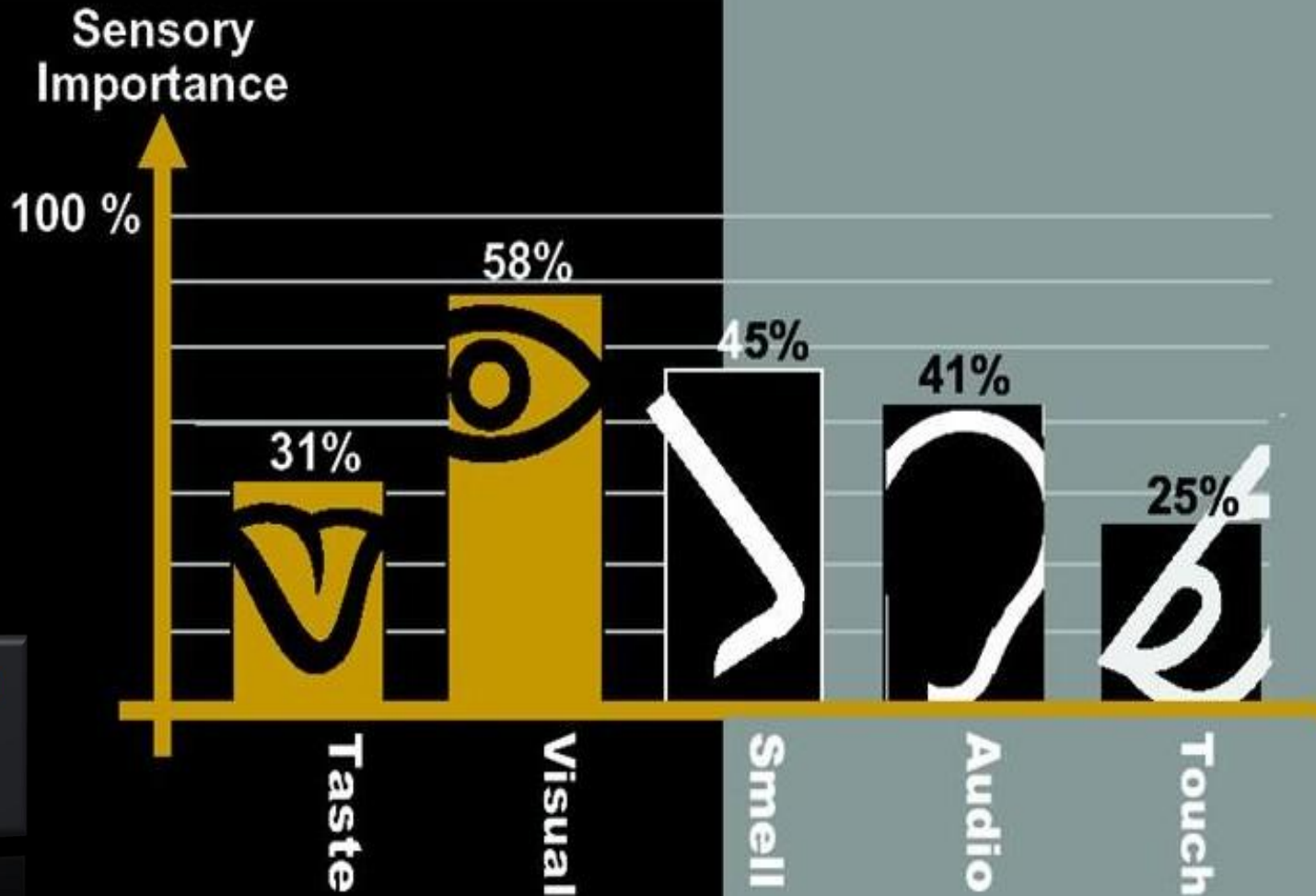
Pull-a-Scent™

Pull-a-Scent is a 3 layer printed product with a MultiScent™ application on the middle layer. MultiScent™ is a brand new fragrance application. It's a revolutionary process to print a scent on paper with a constant and slow fragrance release.

Rubbing and or scratching the surface of the scented area is no longer necessary because MultiScent™ emits the scent continuously.



How to build a powerful Card/ Brand



GSD

GRAPHIC
SCENTS
DIRECT

DIRECT
SCENTS
GRAPHIC

GSD

Source: Brand Sense

"Olfactory scientists say using
"scent is smart marketing".

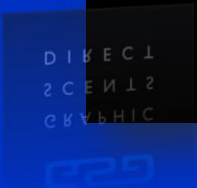
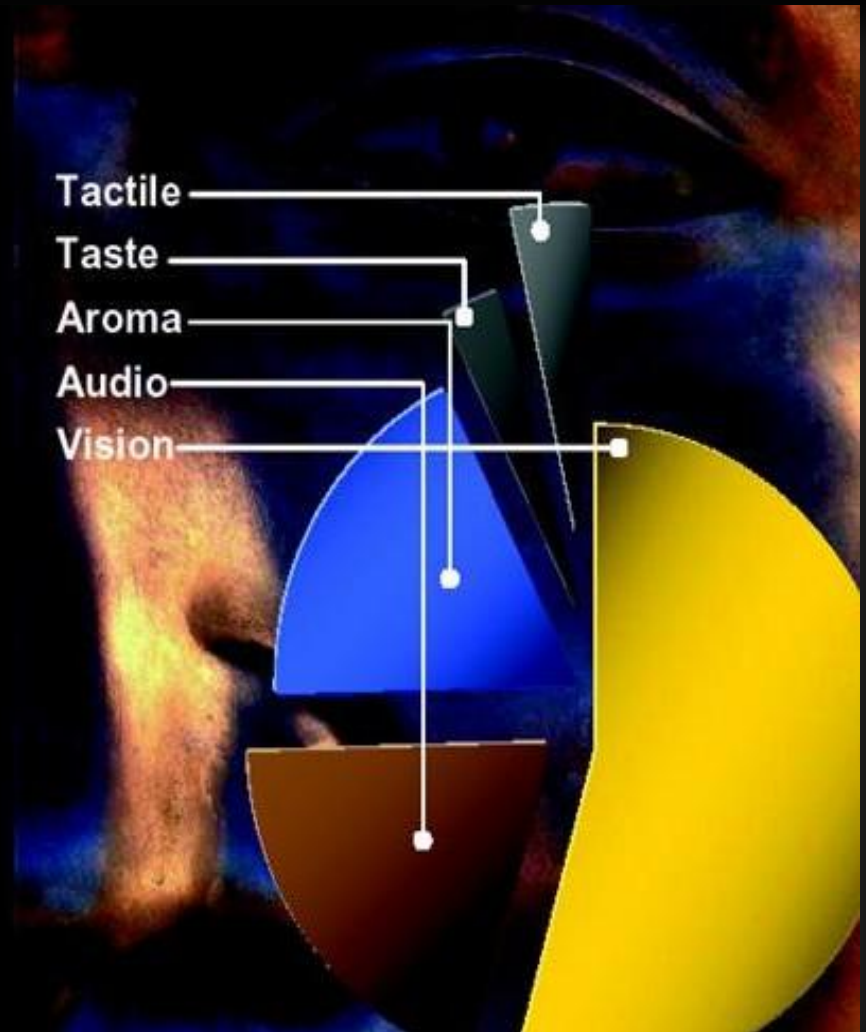
Of all the human senses, smell has
the most direct pathway to the
emotional centre of the brain."

Scent creates an immediate
emotional response with the
potential to increase sales and ROI



Using the senses to build extraordinary brands

LEVERAGE THE 5 SENSES		% Today	% Future
Vision	↓ 30,2%	84.2	54.0
Audio	↑ 7,9%	12.1	20.0
Aroma	↑ 15,1%	1.9	17.0
Tactile	↓ 0,3%	0.9	6.0
Taste	↓ 0,6%	0.9	3.0



Aroma marketing technologies and its applications

**Just a few ways Pull-a-Scent
can enhance your brand appeal.**

- **Introduce something new to the market giving you an edge over your competitors.**
- **Yet another way to create a point-of-difference.**
 - **Reinforce your brand at every opportunity.**
 - **Create a new product or breathe new life into existing products.**



“For the sense of smell, almost more than any other, has the power to recall memories and it is a pity that we use it so little.” Rachel Carson, author

Using the senses



The sense of smell emotionally affects humans up to 75% more than any other sense

You cannot turn the smell off!



Scratch and Sniff

Still in the market, old fashioned



GSD

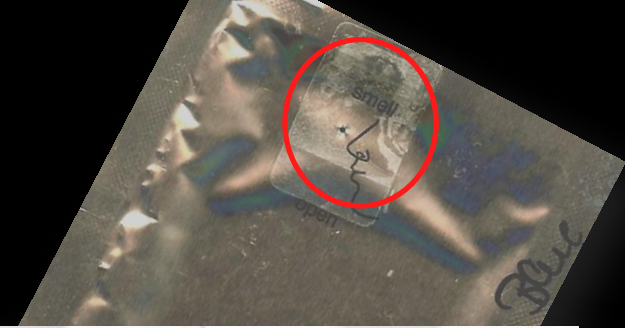
GRAPHIC
SCENTS
DIRECT

DIRECT
SCENTS
GRAPHIC

GSD

PromoScent

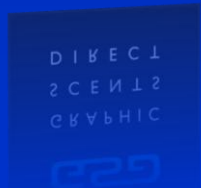
A PromoScent Sachet, lightly pressing the product between thumb and fore fingers releases the scent or aroma experience. This can be repeated several times, with the same high fragrance quality each time. PromoScent is a completely new medium for communicating an authentic scent experience to the consumer. PromoScent delivers a “dry” whiff of fragrance to the user.



Caresse cards

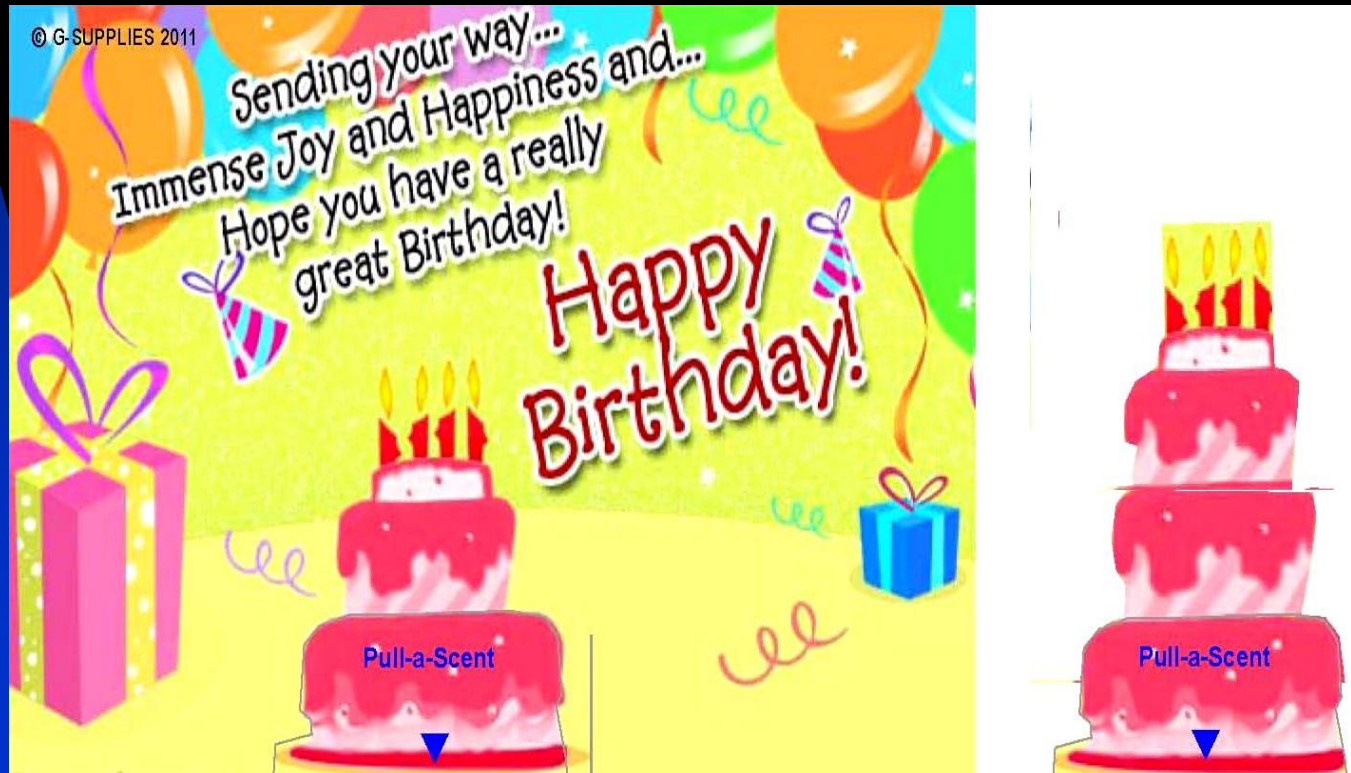


3 layers, 280 grams WF MC, with MultiScent Application, die-cut to any format, Card, Bottle. Just fold slightly to create a break and Pull the Scent. When closed, shelf life 2 years+ (depend on fragrance used).



Birthday Cards

3 layer 280 grams WF MC, with MultiScent Application, die-cut to any format, Card, Bottle. Just fold slightly to create a break and Pull the Scent. When closed, shelf life 2 years+ (depend on fragrance used).



GSD

GRAPHIC
SCENTS
DIRECT

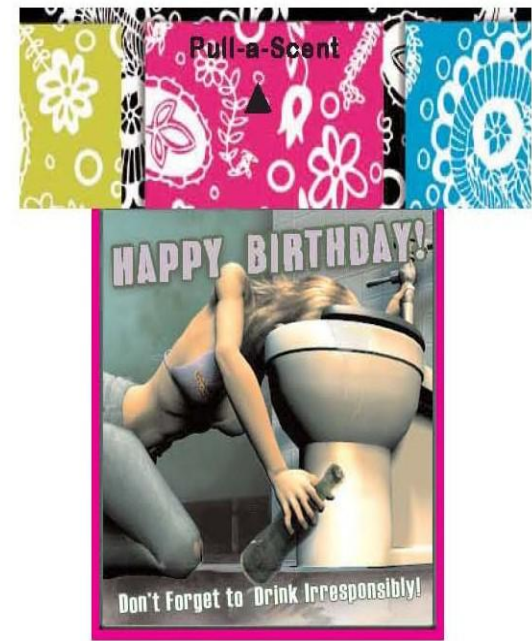
DIRECT
SCENTS
GRAPHIC

GSD

Pull-a-Scent™

Fun Cards

3 layer 280 grams WF MC, with MultiScent Application, die-cut to any format, Card, Bottle.
Just a small break and Pull the Scent. When closed, shelf life 2 years + dependable on fragrance.



Pull-a-Scent™

Pull-a-Scent sample

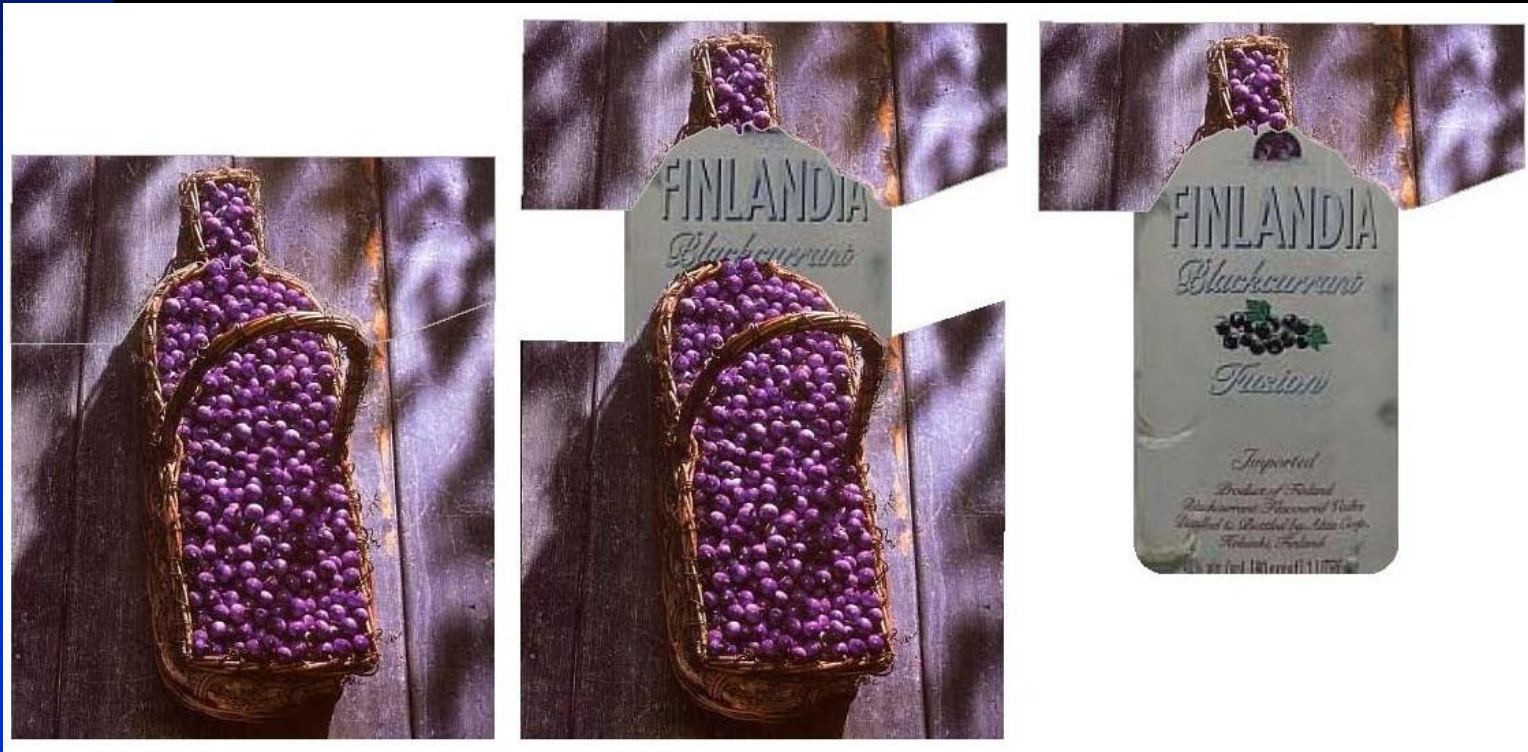
3 layer 280 grams WF MC, with MultiScent Application, die-cut to any format, Card, Bottle. Just fold slightly to create a break and Pull the Scent. When closed, shelf life 2 years+ (depend on fragrance used).



Pull-a-Scent™

Pull-a-Scent sample

3 layer 280 grams WF MC, with MultiScent Application, die-cut to any format, Card, Bottle. Just fold slightly to create a break and Pull the Scent. When closed, shelf life 2 years+ (depend on fragrance used).



GSD

GRAPHIC
SCENTS
DIRECT

DIRECT
SCENTS
GRAPHIC

GSD

Pull-a-Scent™

Pull-a-Scent sample

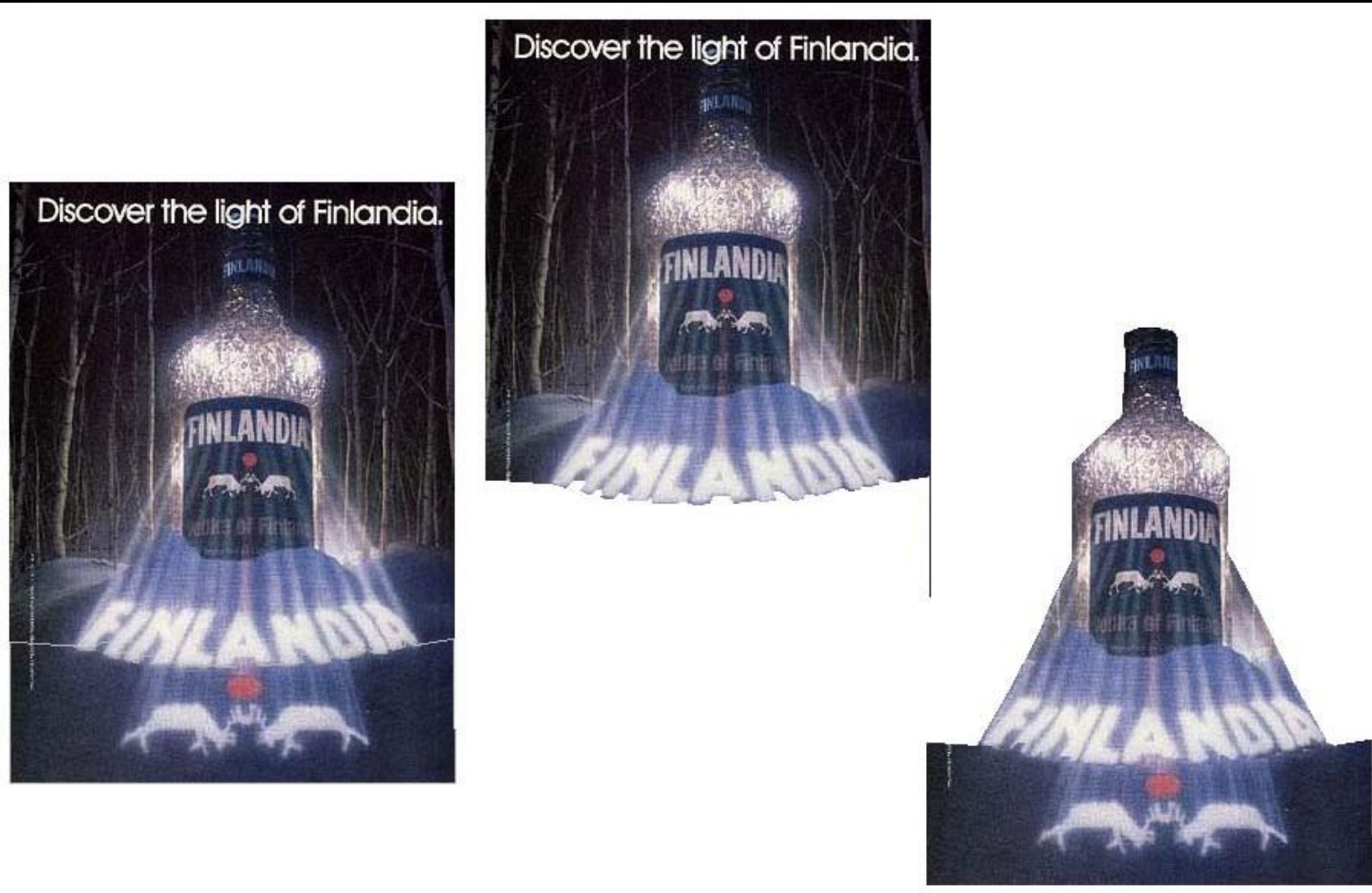
3 layer 280 grams WF MC, with MultiScent Application, die-cut to any format, Card, Bottle. Just fold slightly to create a break and Pull the Scent. When closed, shelf life 2 years+ (depend on fragrance used).



Pull-a-Scent™

Pull-a-Scent sample

3 layer 280 grams WF MC, with MultiScent Application, die-cut to any format, Card, Bottle. Just fold slightly to create a break and Pull the Scent. When closed, shelf life 2 years+ (depend on fragrance used).



GSD

GRAPHIC
SCENTS
DIRECT

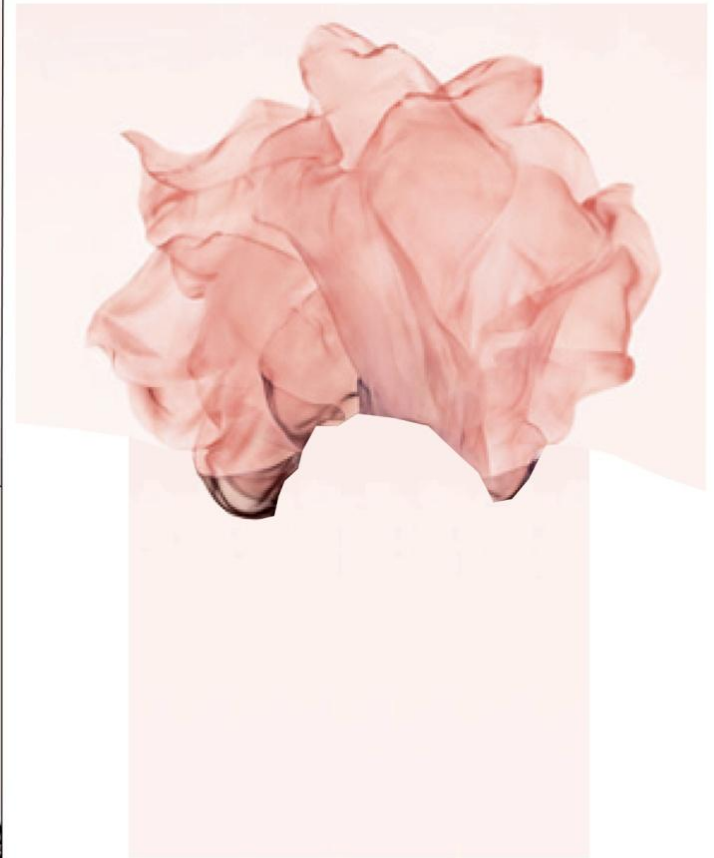
DIRECT
SCENTS
GRAPHIC

GSD

Pull-a-Scent™

Pull-a-Scent sample

3 layer 280 grams WF MC, with MultiScent Application, die-cut to any format, Card, Bottle. Just fold slightly to create a break and Pull the Scent. When closed, shelf life 2 years+ (depend on fragrance used).



14.8 x 10.5 cm

GSD

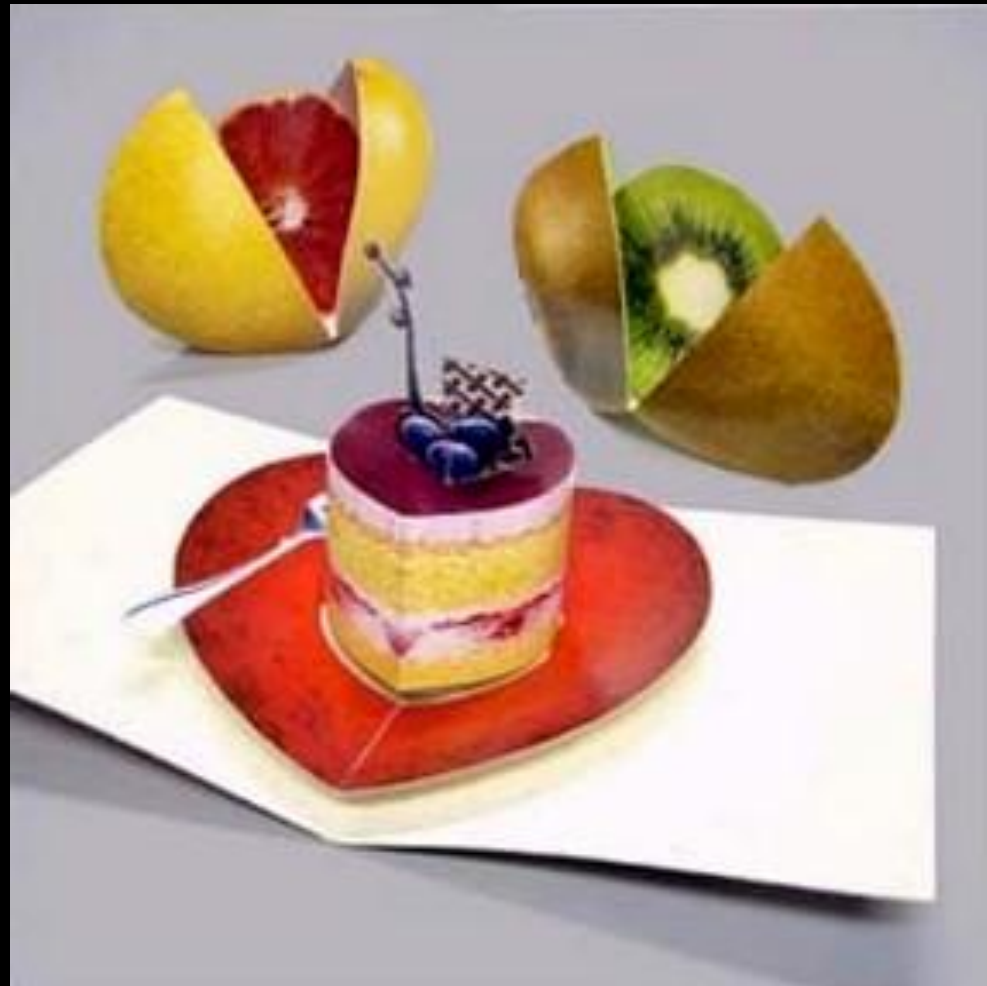
GRAPHIC
SCENTS
DIRECT

DIRECT
SCENTS
GRAPHIC

GSD

MultiScent Pop-Up Cards

3 layer 280 grams WF MC, with MultiScent Application, die-cut to any format, Card, Bottle. When closed, shelf life 2 years+ (depend on fragrance used).



GSD

GRAPHIC
SCENTS
DIRECT

DIRECT
SCENTS
GRAPHIC

GSD

MultiScent Cards

3 layer 280 grams WF MC, with MultiScent Application, die-cut to any format, Card, Bottle.

When closed, shelf life 2 years + (depend on fragrance used).
With any type of cards: by opening the envelope the consumer will experience the fragrance. Strong fragrances like vanilla, lavender, leather can even aromate the room.



GSD

GRAPHIC
SCENTS
DIRECT

DIRECT
SCENTS
GRAPHIC

GSD



Graphic Scents Direct
Netherlands
Robbert A. Korenhof
Pull-a-Scent - DuraScent
MultiScent for Non Textile
+31 (0) 655132225
robbert@g-supplies.com

GSD

GRAPHIC
SCENTS
DIRECT

DIRECT
SCENTS
GRAPHIC