



(As Seen In the....)

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Appealing To the Senses

Aromatic Packaging Is Just the Start Of Futuristic Sales Ploys

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Newly developed scented ink... is allowing ads and catalogues to capture a consumer's attention with an unsuspecting whiff, using a technology beyond your father's scratch-'n'-sniff.

"Consumers have to be given a good reason to buy a product," said Chris Lyons, publisher of Package Design Magazine. "Certainly, knowing or having a sense of what it smells like can help that." Olfactory scientists say using scent is smart marketing. Of all the human senses, smell has the most direct pathway to the emotional center of the brain.

That may help explain why Yankee Candle Co. is so excited about the scented ink "called Rub'nSmell®" made by New York's Scentsphere. It hit the market in 2004 but is only now gaining wider use. Yankee Candle catalogues with the scented ink have contributed to a sales increase of more than 20 percent.

"That is significant -- if you can get a 10 percent increase in sales on something like this, you're doing very well," said Dana Springfield, general manager of consumer direct at Yankee Candle.

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