

It makes scents: Aromatic catalog

By **Donna Goodison**

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It's the next-generation scratch-and-sniff, and it's helping Yankee Candle Co. Inc. move product.

The South Deerfield company has published its last 14 catalogs with "Rub'nSmell" scented pages and plans to introduce scented newspaper advertising inserts and coupon packs later this year.

Yankee Candle is using Scentisphere Inc. technology that allows printable surfaces to be scented with ink or overprint varnish during the printing process. Scents are activated by a rub of a finger that shears the tops off tiny polymer capsules filled with scented oils.

Yankee Candle uses the technology to bring five to eight candle photos to life in each catalog.

"If you compare a catalog with scented pages against a catalog without scented pages, the sales increase is significant," said Dana Springfield, general manager of Yankee Candle's Internet and catalog division. "We sell scented candles. It's pretty hard to sell them with just the picture."

Yankee Candle's catalog and Internet business increased 18 percent in the fourth quarter, and president and chief operating officer Harlan Kent last month attributed that growth in part to the scented catalog pages.

The same scented oil used in the company's candles goes into the catalogs. The smell dissipates after a few seconds, but can be re-activated.

"(Other) technology stinks up the mailbox, and it can be intrusive to people who have allergies," Springfield said.

Other Rub'nSmell uses included scented Froot Loops packages for a Kellogg's promotion and airline sample cards for the CK1 fragrance.

"Smelling is really fun - that's the bottom line," said James Berard, CEO of the Valhalla, N.Y.-based Scentisphere. "So many high-fragrance products are bought and sold by how they smell. By being able to integrate scent into catalogs or into their selling proposition, they're making the ad have profound responses from customers."