



**SOH**  
SCENT  
MARKETING



# Scenting For Success

From a hotel room to a retail store, a reception area or even a large open space, SOH Scent Marketing uses the power of scent to help you create a brand presence, and then enhance it in the mind of your customers.

The human sense of smell is a powerful sensory tool that has been proven to directly influence our mood and emotions. When used in the right way, it can create both positive and memorable experiences that your customers will come to associate with your brand.

As a division of the SOH Group; South Africa and the United Kingdom's leading multi-sensory specialists, SOH Scent Marketing uses cutting-edge technology to create scenting solutions that are unobtrusive in both aesthetics and diffusion.

Our modern designs suit a selection of spaces and our specialised fragrances are released at just the right intensity to achieve just the right result: an increase in sales and customer loyalty for you, and a desire to linger longer.

## SCENTING MAKES SENSE:

75% of our emotions are generated by what we smell.

Trigger emotional connections with your guests or shoppers.

Create a sense of prestige for your office or store with a signature scent unique to your brand.

Encourage purchase by creating an inviting shopping experience for your customers.

Eliminate offensive odours such as mildew, smoke and other unintentional smells.



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# SOH SCENT MARKETING



# Scenting For Success

At SOH Scent Marketing, our cutting-edge technology, modern designs and wide selection of specialised fragrances help to create scenting solutions for your brand or space.

## OUR UNITS:

Innovative cold air micro-mist diffusion systems

Devices are lightweight

Aluminium for a modern and unobtrusive look, built to last.

Completely programmable.

24 Hr digital timer and back up battery.

Built in HVAC adaptor.

Range of colours: silver, black, white or can be personalised.

Wall mounted or stand alone.

So whether it's a superstore, a hotel lobby, a movie theatre, recreational club or retail store, there is a diffusing system for your unique needs:

### ROMA MAX



Specs:

Covers up to 5000m3  
1L oil fragrance capacity  
240V / 30W power requirements  
260mm (w) x 310mm (h) x 110mm (d)

### ROMA BURST



Specs:

Covers up to 800m3  
500ml oil fragrance capacity  
240V/30W power requirements  
370mm (w) x 305mm (h) x 83mm (d)

### ROMA BURST MINI



Specs:

Covers 350m3  
125ml oil fragrance capacity  
240V/30W power requirements  
170mm (w) x 230mm (h) x 64mm (d)



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