



*Superior Emotional  
Fragrances*



# What is Scent Marketing?

Scent Marketing is part of the broader concept of Sensory Branding, a new-generation marketing that appeals to the five senses.

Scent Marketing represents the latest evolution of Sensory Branding and aims at boosting customer experience by linking a brand to a particular scent. Smell is in fact the most evocative of our senses in that 75% of our daily emotions are perceived through it. In turn, this sense subconsciously influences our mood, the perception of our environment and ultimately our decisions.



## Why Scent Marketing?

Scientific studies have proven that a pleasantly scented environment positively influences customer behavior in various ways:

- It increases their attention levels and their purchase inclination
- It helps them feel more relaxed
- It leads them to spend more time within the premises
- It deeply links a feeling of wellbeing to a particular environment

**Bottom line: a fragrance becomes an invaluable ally of your business.**

# The fragrances

Zep has researched and developed a line of new-generation, perfume-grade fragrances, which embody the art of perfumery. A successful fragrance is like symphony: the top notes capture our curiosity and attention and draw us to the middle notes which capture our soul; the base notes linger in our olfactory memory and tie us inextricably to that scent.

Our fragrances are emotions and sensations in a liquid state.



## Our Vaporizers

Our SM UNIT vaporizers are based on the new-generation DRY VAPOR technology, which greatly optimizes fragrance consumption and at the same time maximizes their yield. Zep SM UNIT vaporizers are sturdy, reliable, easily programmable and can be installed as stand-alone units or in Air Handling Units and air conditioning ducts.



| Unità         | Dimensioni      | Alimentazione                       | Programmazione                            | Livello sonoro | Peso   | Copertura     |
|---------------|-----------------|-------------------------------------|---|----------------|--------|---------------|
| SM UNIT SMART | 180 x 65 x 230  | 12V DC with 220V - 16W power supply | Up to 4 daily events, weekly programmable | <42 db         | 1,7 kg | up to 200 m³  |
| SM UNIT MAXI  | 220 x 140 x 330 | 220V -22W                           | Up to 4 daily events                      | <50 db         | 5,1 kg | up to 2000 m³ |
| SM UNIT TITAN | 227 x 156 x 234 | 220V -16W                           | Up to 4 daily events, weekly programmable | <45 db         | 5,6 kg | up to 6000 m³ |



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