

# SMELLS LIKE SUCCESS

HARNESS THE POWER OF SCENT

**ORKIN**



**CANADA™**

PEST CONTROL DOWN TO A SCIENCE.™



# “What’s that smell?”

That’s one question no business owner ever wants to hear. After all, if your business stinks (literally), customers are sure to turn up their noses — and take their patronage right out the door.

But you can stop covering your nose. From odour neutralizers to fragrant scent marketing, Orkin Canada is sniffing out the best defenses for these offensive smells.

# ODOUR RISKS

People remember 5% of what they see, 2% of what they hear — and **35% of what they smell.**<sup>1</sup> In fact, smell is the most powerful of our five senses, making it the biggest threat to your business.



## STINKS UP YOUR REPUTATION

Smell communicates the quality and cleanliness of a space, which is great for perfumeries — but not so great if your business stinks.



## LEAVES A LASTING IMPRESSION

Smell is the only sense directly connected to the brain's limbic system — the home for our memories and emotions. A foul odour can quickly trigger unpleasant feelings in your customers and guests.



## TOUGH TO REMOVE

Research shows that tackling bad odours is a challenge for a business's sanitation professionals.<sup>2</sup> In fact, 79% of cleaning professionals say removing odour is their biggest challenge, particularly garbage-related and restroom-related scents. Yum.



# THE SMELL OF SUCCESS

There's no denying it: the smell of Grandma's cookies is more appealing than, say, body odour. After all, scent is a powerful tool that can trigger vivid memories and emotions. That can be good or bad for businesses — depending on what odours are lingering.

**From retail and grocery stores to apartment buildings and hotels, businesses are increasingly using scents to persuade their customers. Beyond creating positive emotions, scents have been shown to impact customers' buying decisions.**



The American Marketing Association reports that **people stay up to 44% longer in businesses that smell good.**<sup>3</sup>



Our sense of smell packs a punch. When it comes to enhancing emotion, evaluation, willingness to visit a store and purchase intention, scent has the strongest impact.<sup>4</sup>

In fact, **we are 100 times more likely to remember something we smell** than something we see, hear or taste.<sup>5</sup>



At a Las Vegas casino, **slot machines in a scented area generated 45% more revenue** than machines in non-scented areas.<sup>6</sup> Ka-ching!



Ready to hit the ground running? One study reported **shoppers were 84% more likely to buy a pair of shoes in a scented room** — and would even pay more for them.<sup>7</sup>

**So, which fragrances do the trick? Get a whiff of these scents that can help your customers stop and smell the roses.<sup>8</sup>**



**CITRUS**  
ENERGY

Scents like lemon and orange boost energy and alertness.



**MINT**  
CONCENTRATION

Peppermint boosts motivation, cognitive stamina and overall performance.



**PINE**  
RELAXATION

Pine alleviates stress, decreases anxiety and creates feelings of relaxation.



**HERBAL**  
REJUVENATION

Green tea and white tea scents decrease tension and create a sense of balance.



**FLORAL**  
TRANQUILITY

Scents like lavender soothe the nerves, while jasmine uplifts mood.



**VANILLA**  
JOY

Vanilla creates a sense of calm and encourages positive memories.



# ORKIN CANADA'S SOLUTION

Orkin Canada knows that controlling bad odours can make a big difference. That's why Orkin Canada Scent Services offers two options to keep your business smelling fresh: AirRemedy™ for odour remediation and AirSpa™ for scent delivery.

# THE POWER OF SCENT IN YOUR HANDS

**Orkin Canada Scent Services puts the power of scent in your hands. Using diffusers specifically designed for large areas, these units evenly and consistently distribute an invisible micro-mist through the air. Smell that? We didn't think so.**

## **AirRemedy**

AirRemedy is an odour control system that doesn't just mask odours, it eliminates them. From garbage and compactor rooms to office lobbies and common areas — AirRemedy units attack and eliminate bad odours to create positive experiences for customers and employees alike.



### **ELIMINATE MALODOUR**

AirRemedy attacks odours at the source. The unit evenly distributes a micro-mist that doesn't break down or leave behind unwanted residue.

---



### **NEUTRALIZE LARGE SPACES**

Lobby? Garbage rooms? No problem. No room is too large for AirRemedy, which distributes an invisible micro-mist into the air. Rather than falling to the floor, this solution ensures an even and consistent distribution across each room — no matter the size.

---



### **ENSURE CLEANER SMELLING AIR**

Cold fusion technology neutralizes bacteria-laden odours — and leaves a clean, fresh scent in their wake. Odours, meet your match.

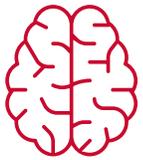
## AirSpa

In today's crowded marketplace, advertising is dominated by visual cues, but businesses can take a step toward creating a unique brand experience through fragrance. Using natural scented fragrances made with essential oils, AirSpa creates positive experiences for your customers and guests the moment they walk through the door.



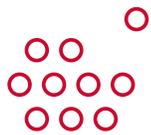
### IMPROVE BRAND LOYALTY

Scents can help businesses create a unique identity that evokes an emotional connection between products or services and the customer.



### HEIGHTEN CUSTOMER EXPERIENCE

Studies show that customers exposed to a scented environment have more engaging, memorable and meaningful experiences.



### DISTINGUISH YOUR BRAND

By choosing a fragrance that matches your company's brand, you can differentiate yourself from competitors.

## Signature Scents



**Sunny Citrus**



**White Tea & Ginger**



**Green Tea & Thyme**



**Matcha Tea**



**Crushed Lime Mint**



**Conifer & Laurel**



**Neutral**  
*(Simply removes odours)*

## TAKE A DEEP BREATH.

We know what it takes to keep your business up to snuff. Whether you need to neutralize a stench in the garbage room or help customers feel refreshed in the lobby, Orkin Canada Scent Services is here to help.

Call us at 1-800-800-6754 or visit [orkincanada.ca](http://orkincanada.ca) today for more information on how scent can positively impact your business.

**ORKIN**



**CANADA™**

PEST CONTROL DOWN TO A SCIENCE.®

© Orkin Canada, LLC 2018

# Source List

1 Rockefeller University study (1999).

---

2 Foster, R.D. (2017), "Tackling Tough Facility Odors." *Cleaning & Maintenance Management*.  
<https://www.cmmonline.com/articles/tackling-tough-facility-odors>.

---

3 Conick, H. (2017), "Good Smells Are Good Marketing: How to Use Scent to Your Advantage." *American Marketing Association*. <https://www.ama.org/publications/eNewsletters/Pages/good-smells-good-marketing-how-use-scent-advantage.aspx>.

---

4 Smiley, M. (2014), "Dollars & Scents: From Clothes to Cars to Banks, Brands Seek Distinction Through Fragrance." *AdAge*.  
<http://adage.com/article/cmo-strategy/smell-money-marketers-sell-scent/296084/>.

---

5 Vlahos, J. (2007), "Scent and Sensibility," *The New York Times*.

---

6 Hirsch, A. (1995), "Effects of Ambient Odors on Slot-Machine Usage in a Las Vegas Casino." *Psychology & Marketing*.

---

7 Lindstrom, M. and Kotler, P. (2005), *Brand Sense: Build Powerful Brands through Touch, Taste, Smell, Sight, and Sound*, New York, NY: Simon and Schuster.

---

8 Holmes, L. (2014), "11 Scents That Can Do Wonders For Your Wellbeing." *Huffington Post*. [https://www.huffingtonpost.com/2014/04/26/scents-and-wellbeing\\_n\\_5193609.html](https://www.huffingtonpost.com/2014/04/26/scents-and-wellbeing_n_5193609.html).

Murao, S., Yokogoshi, H. and Yoto, A. (2013), "Effect of Smelling Green Tea on Mental Status and EEG Activity." *ResearchGate*. [https://www.researchgate.net/publication/272657130\\_Effect\\_of\\_Smelling\\_Green\\_Tea\\_on\\_Mental\\_Status\\_and\\_EEG\\_Activity](https://www.researchgate.net/publication/272657130_Effect_of_Smelling_Green_Tea_on_Mental_Status_and_EEG_Activity).

Smiley, M. (2014), "Dollars & Scents: From Clothes to Cars to Banks, Brands Seek Distinction Through Fragrance." *AdAge*.  
<http://adage.com/article/cmo-strategy/smell-money-marketers-sell-scent/296084/>.

Fox, K. "The Smell Report." *Social Issues Research Centre*.

Evans, L. (2012), "6 Scents that Can Transform Your Mood and Productivity." *Entrepreneur*.  
<https://www.entrepreneur.com/article/224575>.