



Ambient scenting in the office environment can help to improve productivity and create a positive image of the company

Scent Facts

-  After sight, smell is the most important of all our five senses⁽¹⁾
-  Our mood improves up to 40% when exposed to pleasant fragrances⁽²⁾
-  A woman's sense of smell is stronger compared to a man⁽¹⁾
-  75% of our emotions are triggered by smell⁽¹⁾
-  Everyone has their own unique odour identity or smell "fingerprint"⁽³⁾
-  Employees made 54% fewer typing errors when they work in office scented with lemon/citrus fragrance⁽⁴⁾

What do employees think about scenting*



35% say that scent is the first thing that they pay attention to when they walk into a premises



93% agree that ambient scenting affects their task productivity, morale and working attitude



98% agree that bad odour affects their job performance and business decisions



93% feel appreciated at work if their office is scented

*Findings based on a survey carried out to 40 office executives, age between 19-50 years old

Benefits of scenting in the workplace



Increase employees' morale, productivity and reduce stress

- Studies shown that exposure to pleasant scents such as lavender can enhance employees' performance, soothe tensions and reduces stress.

Increase employee's retention rate

- Uplifting working environment can help to build employees' self-esteem. This will motivate them to stay longer with the company.

Odour remediation

- Indoor air quality problem in the office caused by pollutant sources that emit bad odour will make employees/ visitors feel uncomfortable.
- Scenting can neutralise bad odour and with a correct scent selection, it can inadvertently enhances a person's mood.

Create warm and welcoming ambience with scenting

- Fragrance with cucumber notes, when incorporated with the interior layout, colours and lightings can induce a relaxing atmosphere and positive impression for visitors.
- Scenting also helps boost brand recognition and enhance the image of the company.

Introducing Premium Scenting by Initial Hygiene

Premium Scenting is an exciting new innovation involving the use of advance technology and pleasant fragrances to improve indoor air quality and overall ambience of your office.

Expert survey and assessment

Our premium scenting specialist will carry out a structured survey in your premises by testing airflow, measuring space and reviewing the current air handling process, in order to provide you with expert recommendations.

Our service benefits:

- Professional assessment to select the correct scent and level
- Maintenance-free for customers because our service team will carry out regular services
- Regular calibration service ensures scenting is optimised
- Close monitoring of scenting performance and efficiency



Your Expert Hygiene Partner
Initial.com.my | 1300 882 388

Sources:
1) <http://www.mirror.co.uk/lifestyle/health/20-fascinating-facts-sense-smell-1977351>
2) <http://www.neurosciencemarketing.com/blog/articles/multisensory-marketing.htm/>
3) <http://www.livescience.com/odor-unique-fingerprint>
4) <http://scentmarketingdigest.com/2011/03/01/do-you-have-good-business-scents/>