



Case Study

Ambient Scenting - Carrefour

The Background

Seeking a way to improve the experience of its customers in checkout lines, a major European grocery and general merchandise chain, Carrefour, turned to Prolitec for a solution.

The Solution

Prolitec developed an ambient scenting program using a fragrance called “Nature After Rain” which was diffused over the checkout area in a test store. Prolitec’s utilisation and understanding of aromatherapy and performance was central in the choice of this particular aroma which is known to be helpful in shortening a persons perception of time spent in a space.

Positive responses to the test program moved the retailer to expand the service to additional outlets and also to add a “wine cellar” fragrance to enhance the consumer experience in its wine departments.

the odour management experts

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