

A SCENTsational Display

The most effective merchandising displays in the paint industry are those with tremendous eye appeal. Recently, Paint SCENTsations has introduced a display that not only has eye appeal but nose appeal as well.

The Paint SCENTsations multi-sensory display allows customers to get a whiff of the aromatic paint additive that can keep their room smelling fresh for months. If they can't decide between Citrus Squeeze or Vanilla Bean, they can open the flipper doors on the interactive display to experience the scents for themselves. Other scents featured in the display are Sea Breeze, Herbal Mist, Clean & Crisp and Fresh Air. Each is accompanied by a written description that reinforces the mood that each scent will evoke.

According to company president Patrick Simon, the objective of the dis-

play is to draw customers in and pique their interest in the benefits of the Paint SCENTsations product line. "We always felt we had a good product," he said. "However, there was often a disconnect because the customer wasn't able to fully appreciate what the product could do."

The Paint SCENTsations display ties into the advantages of sensory branding, which is based on the premise that humans are more receptive and more likely to retain information when a variety of their senses are engaged. Simon pointed to studies that likewise indicate a relationship between our sense of smell and the emotions they can evoke. "Most commercial marketing is visual, and some are also audio," Simon said. "With our product, we felt it was important to appeal to the sense of smell to have more of an impact."

Prior to development of this interactive, bilingual display, Paint SCENTsations had used 2-ounce scented wax jars to let the customers sniff the advantages of the product line. However, unless the sales associate was free to engage the customer in a discussion about the product, sometimes the sale would be lost. The display was developed as a way to draw more attention to the product and pique the consumer's interest about what the product can do for them. "We felt we needed something inviting that said come try me," Simon explained. "That's what this display does."

Made of styrene plastic and featuring attractive graphics, the Paint SCENTsations display is 23 inches high by 14 inches wide by 7 inches



● The Paint SCENTsations display.

deep. There are two configurations: one for Paint SCENTsation packets/bottles and the other for packets only. The display can be used anywhere on the sales floor, but it does best in a prominent position to take advantage of paint impulse add-on sales. "Retailers mostly place it on the paint counter," Simon reported.

Retail stores report positive responses from customers to the new display. "It's a huge seller here," said Monique Clark, sales associate at Harrison Paint & Decorating, North Canton, Ohio. "We have it at the check-out counter, and it really gets people's attention."

Phil January, who owns January Paint & Wallpaper, Akron, Ohio, agreed that the display is an attention-grabber that helps sell the Paint SCENTsations line. "All you need to do is get people to take a whiff, because once they do, they are going to buy it," he said. ■

For more information on the product line, visit www.paintscentsations.com.



● The display has eye and nose appeal.