



# Scentmaster

Fragrance Technology

Flavours, fragrances  
and deodorisers for polymers

# Scent is one of the most powerful selling tools. Getting the fragrance right can mean the difference between the stench of failure or the sweet smell of success

With a seemingly endless choice of consumer goods, how do you make your product stand out from the crowd?

Scentmaster is a range of highly concentrated fragrance, flavour and deodorising masterbatches designed to give you a competitive edge.

Scentmaster technology can help you open up new markets and increase your market share by making your products more enticing.

Scentmaster can be applied to a wide variety of polymers and applications, such as:

- educational products including multi-sensory environments to stimulate children with learning disabilities
- helping to keep washrooms smell pleasant and fresh

- perfumed polymers in packaging to entice consumers with scents
- scented toys for stressed pigs to improve animal welfare.

Our unique manufacturing process means that Scentmaster can be supplied in high concentrations.

Typical addition rates are 1% or lower, making it a cost-effective and appealing addition to your product.

We can match almost any flavour or fragrance.

Our most popular requests currently include chocolate, sun lotion cream, green apple, cherry blossom and orange - but the possibilities are endless.

We can also design fragrances to block offensive or unwanted odours.



## Scents and sensibility

The relationship between our sense of smell and our ability to retrieve memories and evoke emotions is a proven fact and an established marketing tool.

Scent can be highly effective in helping us distinguish one product from another. It can trigger a memory or desire that influences a purchase decision. It can also increase sales, improve customer satisfaction and boost brand loyalty.



# Scentmaster can set your brand apart with sensory stimulation - the possibilities are endless

Adding scent to a product is not a new technology, but standard production techniques can produce disappointing results. **Fragrances** and **flavours** can easily be destroyed by the high temperatures required during polymer processing.

Scentmaster is manufactured and supplied in a unique format that ensures that all of the fragrance is protected, allowing it to remain fresh and stable and deliver the subtle top notes of a high quality scent.

Another mistake often made when using scent marketing is making the smell too overpowering, or simply getting the scent wrong – a sure way to drive customers away.

Our additives are designed to give an accurate, lasting scent in the final product. You can select from our standard range, or we can create a bespoke scent just for you.

**Deodoriser  
absorbs  
unwanted  
smells**



**Long life  
flavours**



**Long life  
fragrances**



**Sensory perception  
suppresses  
offensive smells**



We can also eradicate offensive smells with Scentmaster **deodorising** technology. This is a unique product tailored to confuse the human nose so that it only identifies a pleasant smell instead of the offensive malodour.

We also supply highly concentrated dispersions of odour adsorbing materials in polymeric carriers to trap unwanted odours.

Whether it's effective long life **fragrances, flavours** or **deodorisers**, we have the technology to give your product the sweet smell of success.

**To find out more about how Scentmaster technology can add value for you, contact us today.**

Smart packaging with the latest in additive technology is the way ahead for fast moving consumer goods.

Scentmaster flavours and fragrances can be used in a variety of applications in the marketing of food and beverage packaging and in consumer products for the home.





Scentmaster® is a registered trademark of:

Addmaster (UK) Ltd  
Darfin House  
Priestly Court  
Staffordshire Technology Park  
Stafford ST18 0AR  
United Kingdom

**T:** +44 (0)1785 225656

**F:** +44 (0)1785 225353

**E:** [info@addmaster.co.uk](mailto:info@addmaster.co.uk)

**W:** [addmaster.co.uk](http://addmaster.co.uk)