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Frequently Asked Questions

• **Q? How is the fragrance emitted?**

When pressed, a small waft of dry fragranced air is released from the ScentPoP bellows. No fragrance is squirted or sprayed.

• **Q? How many times can the button be pressed before ScentPoP runs out?**

Tests have shown that the number of times the unit is pressed does not seem to affect ScentPoP's shelf life. As nothing is actually sprayed, there isn't anything to 'run out'. The fragrance is gradually evaporating in the bellows. How long this takes depends mostly on the structure of the particular fragrance.

• **Q? What is the life span of ScentPoP?**

We carry out benchmark tests to give the client a degree of confidence as to how long the fragrance will last. Depending on the fragrance, ScentPoP will last on shelf a maximum of about 8 weeks, the typical length of a campaign. After this time the fragrance fades.

• **Q? Can ScentPoP be used for campaigns that last longer than 8 weeks?**

The ScentPoP bracket allows the bellows to be removed and replaced with fresh ones if required.

• **Q? Are the fragrances safe?**

In most cases the fragrance used in the actual product (such as air freshener, soap and shampoo) is put into ScentPoP without any modification. So if it's safe in the product, it's safe in ScentPoP. All fragrances produced for these kinds of applications must be approved by the International Fragrance Association – IFRA. They carry out rigorous tests to ensure all the fragrance compounds used are safe.

• **Q? How long does it take to copy the brand fragrance?**

The fragrance is not copied; the actual brand fragrance is used. We can liaise with the clients' fragrance house to supply the fragrance in an appropriate format. We run benchmark tests on the fragrance to ensure that it is compatible with ScentPoP.

• **Q? What types of Aromas can be used in ScentPoP?**

All types of fragrances /flavourings can be used effectively in ScentPoP including food types. We have a stock of flavours and fragrances that have successfully been used. We are happy to make up samples using your fragrance/flavour to check authenticity.

• **Q? What colour options are there for the printed button on the bellows?**

Standard cap colours are white, blue, yellow, and green. The choice of colour needs to be given to the production department as soon as the order is placed (sooner if possible). Different colour caps are available although additional time will be required to fulfil the order and there may be an extra charge. These colours can be matched to a Pantone number or matched to an actual product sample, so allow plenty of time.