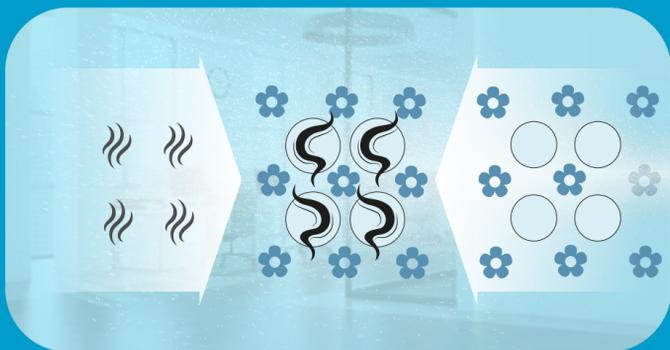




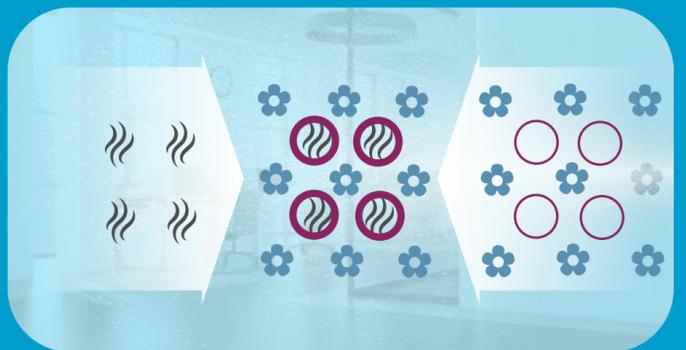
Consumer vs professional air care 5 key differences

Conventional consumer products



Mask odours

Professional Good Sense air care solutions



Neutralize odours



Last 2-5 hours



Last a full workday



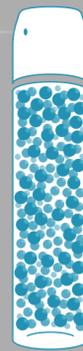
Damage and soil surfaces over time



Surface friendly and streak-free



Bulky packaging with a large amount of propellant



Concentrated compressed products and less packaging



Clashing scents between air care and cleaning products



Harmonization of scents, complete solution

**First impressions matter.
Create the right one with
Good Sense.**

**A complete offering supporting
professional business needs**

- Aerosol spray – instant refresh
- Automatic dispenser – continuous control
- Highly perfumed daily cleaner – hard surfaces





What's that smell?

A bad smell can have a serious impact on the way guests or clients perceive cleanliness. **But why?**



The nose is our most sensitive organ and can distinguish between **1 trillion odours**. Which makes smell the most powerful of the senses



Smell and emotion are stored as one memory, influencing one's perception of a visit



It lasts. **We can remember smells** for one year with a precision of 65%



Studies have shown that a scented environment leads to consumers **staying longer and spending more**

You only get to make a first impression once.

...So how do I remove malodour in my building?

1 Improve hygiene

Often the source of bad smells is an indication that there is bacteria and mould build-up. Regular cleaning and disinfection can stop the growth of bacteria. Poorly cleaned drains, waste receptacles and lavatories are known to be a common cause of bad smells. Find the right cleaning products for your building by [clicking here](#).

2 Reduce humidity

Humidity can contribute to bad smells in multiple ways: moisture breeds mould and mildew and traps odour causing molecules which makes smells linger. Maintain a comfortable humidity range by investing in adequate ventilation and insulation.

3 Neutralize odours

If a bad smell persists you might think you have no choice left but to use perfumed air freshener. However, these often just temporarily mask smells and dissipate quickly meaning you have to continue using more product. It's more efficient to choose air care products that neutralize instead.

The **Good Sense air care range** contains Odour Neutralising Technology which encapsulates offensive malodour molecules and creates a long lasting pleasant ambiance.

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