



adScents

A customer guide

Contents

1.0 Overview

1.1 Why is scent marketing so popular?

1.2 What is scented mail?

2.0 Who can benefit from using adScents?

2.1 Who can I speak to, to find out more?

3.0 Product Specification

3.1 What options are available for applying the fragrance?

3.2 What fragrances can I choose from?

4.0 How to order adScents.

4.1 Ordering Timeline

5.0 What does adScents cost?

5.1 Rates

5.2 Order quantity

5.3 VAT

6.0 Delivery

7.0 Terms and Conditions

Appendix A Health & Safety Information

Appendix B Application Instructions

1.0 Overview

adScents can apply a new dimension to your direct mail communications. It works by incorporating a scent to match a printed image, and its aroma is activated by rubbing a finger over the scented area, the unique benefits of this mail include:

- Immediate emotional engagement with the recipient
- Proven increased response rates
- Improved sales and greater ROI
- Better brand awareness and increased campaign recall

1.1 Why is scent marketing so popular?

When we smell something the rational part of our brain is bypassed, and it is the emotional centre which responds. For this reason, smell is considered the most powerful of human senses. It follows then that consumers will immediately link a scent to a person, product, event or moment.

1.2 What is scented mail?

A scented mail piece incorporates micro-encapsulated, scent infused ink as part of the print production process:

Fragrant Oil	The process starts with concentrated fragrant oil.
Micro-encapsulated Capsules	Fragrant oil is freeze dried to form a powder.
Printing	Micro-encapsulated scent infused ink is used in the printer and applied to applicable areas of paper.
Micro-encapsulated Scent infused ink	Micro-encapsulated scent infused ink is applied to applicable areas of the mail piece.
Mailing	The scented piece is prepared to be mailed using the relevant TNT Post service.

2.0 Who can benefit from using adScents?

- adScents should be considered across a wide range of industries, because the creative opportunities are endless.
- If you already incorporate the use of signature scents into your marketing campaigns, then you will be the perfect candidate for using adScents.
- As a product, adScents should be sent as a postcard so that it has an immediate impact on the recipient, as soon as they touch the mail piece the aroma will be released.
- As a brand owner adScents will allow you to create emotional attachments between your products and your consumers.
- Use the right scent and reap the benefits through your direct mail campaign!

2.1 Who can I speak to for more information about adScents?

Your TNT Post Account Manager will be the first point of contact for all questions regarding adScents and will be able to provide you with detailed information as well as advice about design, scents and production.

For any other queries, please contact TNT Post Client Services on **01628 816768**

3.0 Product Specification

- adScents is an added value product and can be used in conjunction with Premier, PremierSort/Flex and AllSort
- The service levels will continue to be suited to you i.e. 2 day or 3 day but with the added benefit of being able to apply a scent to your mail piece
- adScents can be produced as an A6 or A5 postcard, so no envelope is required, therefore having a more immediate impact on the recipient

3.1 What options are available for the application of the fragrance?

There are 3 options available for applying the scent to your mail piece:

Option 1 – Print and Fragrance

- This option includes the formulation of the fragrance, printing, application of the scent and delivery to one mailing house of the customers' choice
- The print includes applying the TNT Post indicia and a Return Address of the customers' choice. The customer is responsible for the personalisation of the mail piece.
- Artwork should be supplied as a high resolution PDF and should be sent to your TNT Post Account Manager

Option 2 – Fragrancing pre-printed flat sheets

- This option includes the formulation of fragrance, application of the fragrance to the pre-printed flat sheet and delivery to the mailing house.
- The following should be considered if using this option:
 - Largest size that can be fragranced is B2.
 - Stock must be coated – e.g. matt, silk and gloss are all suitable.
 - There should be no sealer or varnish applied to the area to be fragranced.
 - Try to avoid stock and inks that have their own strong smell to prevent fragrance contamination.
 - In terms of fulfilment, processing such as cutting, perforating and folding are all possible. However try to avoid touching the fragranced areas as much as possible during the finishing process.

Option 3 – Encapsulated Fragrance supplied to the mailing house for application

- This option includes the formulation of fragrance and the encapsulated fragrance supplied to the mailing house for application onto the mail piece.
- Customers should consider the following if using this option:
 - Stock must be coated – matt, silk, gloss are all suitable.
 - There should be no sealer or varnish applied to the area to be fragranced.

- Printers should try to avoid stock and inks that have their own strong smell to prevent fragrance contamination.

- It is recommended that a printer should always run a test with the fragrance application first!

*Please refer to Health and Safety guidelines in Appendix A and Appendix B for more information on how to apply the fragrances

3.2 What aromas can I choose from?

There is an extensive array of fragrances that you can choose from. The list below does not represent the full extent of the fragrances available, nor does it include any bespoke fragrances developed to meet specific customer requirements or the use of Client own fragrances. If the fragrance that you require is not listed, please contact your TNT Post Account Manager for more information.

Herbs & Spices	Floral	Fruit & Nut	Food	Themed & Other
Christmas Spices	Apple Blossom	Apricot	Baked Apple Pie	Arabian Nights
Cinnamon	Bergamot	Almond	Bubblegum	Desert Island
Cinnamon & Spice	Carnation	Apple (Green)	Cabbage	Dungeon
Coriander	Eucalyptus	Banana	Chocolate Biscuits	Engine Oil
Garden Mint	Geranium & Rosewood	Blackcurrant	Cinnamon & Orange	Jungle
Ginger	Giverny	Coconut	Cookies	Mountain Air
Herb Garden	Grapefruit & Lemongrass	Cranberry	Curry	New Car
	Honeysuckle	Dried Fruit	Dark Chocolate	Rain Forest
Home & Garden	Jasmin	Fig	Fish	Rock Pools
Baby Lotion	Lavender	Grape (sweet)	Ginger Cake	Swamp
Cedar Wood	Lilac	Grapefruit	Honey	Volcano
Christmas Trees	Lime & Basil	Hazelnut	Liquorice	
Earth	Rose	Lemon	Milk Chocolate	Beverages
Fresh Cut Grass	Oceanix	Melon	Peppermint	Cappuccino
Furniture Polish		Orange	Sticky Toffee Pudding	Caribbean Cocktail
Green Wood		Orange Peel	Strawberry Ice Cream	Cola
Laundry Powder		Peanut	Vanilla Ice Cream	Earl Grey Tea
Oak		Pear		Gin
Peat		Pineapple		Malty Milk
Sandalwood		Pomegranate		Mulled Wine
Sun-Tan Lotion		Rasin & Sultana		Sherry
Vapour Rub		Spiced Fruit		Shiraz
Woodsmoke		Strawberry		Whiskey
		Tropical Mango		

4.0 How to order adScents.

Complete a customer order form, and email to your TNT Post Account Manager

4.1 Ordering Timeline

* Please note that you should allow at least 2 weeks before the mailing date to take delivery of the cards

	Option 1 Print and fragrance	Option 2 Mailing house to supply printed cards for fragrance application	Option 3 Fragrance supplied to mailing house for application
Step 1	Customer to supply a brief regarding the fragrance they would like The supplier will supply samples of suitable fragrances for the customer to choose from Customer to sign off fragrance	Customer to supply a brief regarding the fragrance they would like The supplier will supply samples of suitable fragrances for the customer to choose from Customer to sign off fragrance	Customer to supply a brief regarding the fragrance they would like The supplier will supply samples of suitable fragrances for the customer to choose from Customer to sign off fragrance
Step 2	The supplier will then supply a blank fragrance wet proof, to show how the fragrance will smell once printed Customer to then sign off	The supplier will then supply a blank fragrance wet proof, to show how the fragrance will smell once printed Customer to then sign off	The customer to advise the supplier as to what type of printing process they use and any other details required by the supplier
Step 3	Customer to provide high resolution pdf of artwork Supplier to supply a digital proof for the customer to sign off	The ready printed flat sheets are sent from TNT Post's customer to the supplier for the fragrance to be applied	The supplier to supply a bulk quantity of the encapsulated fragrance to the mailing house/customer
Step 4	Production and finishing	Production and finishing	N/A
Lead time	6 Weeks	5 Weeks (but could be longer depending on how long it takes the customer to send in the printed sheets)	4 Weeks

5.0 What does adScents cost?

5.1 Rates

Please refer to the rate card provided by your TNT Post Account Manager.

5.2 Order quantity

- Please note that there is a minimum order quantity of 5000 items.
- Items must be placed within the quantity bands shown in the table below:

Quantity

5000+

15,000 – 45,000

55,000 – 115,000

125,000 – 225,000

235,000 – 315,000

325,000 – 415,000

425,000 – 500,000

5.3 VAT

All charges are subject to VAT at the applicable rate of 15%

6.0 Delivery

Delivery to one destination per order is included in the price of the postcards.

We cannot split an order to deliver to multiple destinations.

We will deliver items to your mailing house or another specified destination.

7.0 Terms and Conditions

1. These Terms and Conditions form part of the contract between you, the customer named on the order form, and us, TNT Post UK Ltd (Company number 4417047). The contract is formed only once we have confirmed acceptance of your order.
2. You must have a valid, written postal services contract with us or a subsidiary to be able to purchase adScents.
3. You must comply strictly with all terms of the most recent customer guide for the service you have chosen to use. The customer guide may change. The most recent version can be found at www.tntpost.co.uk
4. All references to performance times in the order form or customer guide are target times and are not guaranteed. You must build this into your planning before you make any commitments. We will try to ensure that our suppliers provide timely and good quality service in order to meet the target times.
5. We do not take responsibility for any failure, delay, loss or damage which is outside our control. We will not be responsible for any actions by Royal Mail. We do not accept any responsibility for damage to artwork or designs we return to you. We will not be liable for any special, consequential or indirect loss of opportunity, bargain or profit; failure to make anticipated savings; cancellation charges or charges from a third party. Our overall liability is limited, except for death or personal injury caused by our negligence, to the amounts received from you for the relevant adScents cards in question.
6. While we try to replicate exactly the design or artwork you send us, this cannot be guaranteed and flaws and imperfections are possible.
7. The prices are set out in the order form, if after the date we have accepted your order and the costs of production increase, we may increase the prices to cover those costs. Payment must be made in full, together with applicable VAT at the standard rate, without any set-off of withholding within 14 days of the date on which we confirm your order. If you do not pay on time, we may suspend provision of your postal services until payment is received. Interest at the statutory rate shall apply to late payment. We may offset payments for adScents against any other payments you owe us.
8. As the adScents cards may only be used in conjunction with TNT Post's Downstream Access

Postal services, if our postal services contract expires or is terminated for any reason; or could be terminated by us for one of the stated reasons, any amount owing shall become immediately payable. You are fully responsible for any over ordering.

9. Risk in the adScents cards passes to you upon handover by the manufacturer to the delivery operator. You should take out the insurance you consider necessary to cover this risk.

10. Once your order has been confirmed, you may not cancel the order. If we were to agree to a cancellation, we are entitled to cover all committed or unrecoverable costs.

11. If you have any complaint or claim, this must be notified as soon as possible and confirmed in writing by no later than 1 month after delivery.

12. You are fully responsible for your own assessment of the effect of the adScents cards on your mailing and we give absolutely no warranty, representation or assurance as to the effect of the adScents cards.

13. English law applies to these terms and conditions. Legal proceedings may be brought only in the English courts but not before the parties have tried to resolve any dispute by mediation, using the Centre for Effective Dispute Resolution (CEDR) Model Mediation Procedure.

HEALTH & SAFETY of Encapsulate

Description:	Microcapsules in aqueous carrier for coating purposes
Reactivity:	Thermal decomposition: None under specified use.
Hazardous reactions:	None under recommended use.
Properties:	Miscible but not soluble in water, sensitive to alcohols and solvents.
Appearance:	Emulsion with adjusted viscosity and modified rheology for the intending coating method.
Value of PH:	4.5 – 7.5 depending on the type of encapsulation employed.
Volatile Solvent:	The materials should be handled like standard concentrated flavour or fragrance compounds but the flammability is greatly reduced due the water content.
Waste:	Spillage should be removed with absorbent materials and the contaminated area must be cleaned with warm water and detergent
Health Exposure:	Refer to the manufacturer of the flavour or fragrance compound. Prolonged skin contact should be avoided since the natural oils will be removed from the skin.
Prolonged skin contact:	Wash with soap and water.
Eye Contact:	Thoroughly rinse with copious quantities of water for at least 10 minutes and seek medical advice.
Protection:	Wear gloves and goggles when handling any fragrance products.
Storage:	Store free from frost and not above 60° Centigrade. Ensure adequate ventilation in place of work when coating is in operation.

Appendix B

How to apply the encapsulate for different printing options:

1) Dry Offset or Litho Printing (Sheet Fed or Web)

This produce is supplied in a ready-to-use format suitable for dry offset/litho printing. It should be applied in place of a sealer or varnish at the final stage of the normal printing process. We base varnish requirements on 1kg of varnish covering 555m² (this does not include any setup requirements).

Stock

Stock must be dual coated e.g. Chromomat. Coated matt, silk or gloss are all suitable substrates. It is best to avoid laminated materials. However, in every instance we strongly advise that you run a trial to confirm both the compatibility of stock with our product and the coating rate.

Try and avoid stock and inks that have their own strong smell to prevent fragrance contamination.

Preparation

The ink duct must be perfectly clean and free of any solvents, detergents or other chemicals. No other ingredients can be added to this type of fragrance varnish because of the very delicate nature of the capsule walls. The damping fluid section of your machine cannot be used with our encapsulation and must be turned off.

Printing

No sealer or varnish must be applied to the area that is to be applied with the fragrance varnish.

The application of the fragrance varnish should be through the last colour printing station of the press to avoid any unnecessary additional shear and possible damage to the capsules.

It is possible to increase the coating weight by turning the rubber blanket over with the fabric side facing up, if required.

Spot coating is possible by cutting the blanket to the required shape and size. Alternatively, a spot coating can be applied via screen printing application.

Finishing

The coating should remain invisible to the naked eye and does not create unsightly blemishes such as white haze or gritty textures on the graphics, unlike conventional spot or strip release coatings.

The capsules tolerate heat from dryers of up to 190°C. This presents an advantage to drive off residual water to speed up the curing process. We would advise 24 hours between fragranting and finishing to ensure that the fragrance varnish has completely cured.

Stacking the printed stock high does not break the capsules, they only respond to shear and not to evenly distributed pressure.

Further processing such as cutting with guillotines, perforating and folding does not present any problems. However, try not to make the finishing of an item too complicated e.g. too many folds etc. Too many finishing procedures or too much handling during the finishing process will reduce the final strength of the printed fragrance (because contact with the printed sheet will liberate the aroma).

After use, wash all equipment immediately with warm water.

There is no need for peeling, rubbing or scratching to liberate the final printed aroma. A gentle touch or rub will release a generous amount to sample.

2) Flexographic Printing

This product is supplied in a ready-to-use format suitable for flexographic printing. It should be applied in place of a sealer or varnish at the final stage of the normal printing process. We base varnish requirements on 1kg of varnish covering 300m² (this does not include any setup requirements).

Stock

Generally speaking, matt dual coated stock is the most suitable substrate and it is best to avoid laminated materials. However, in every instance we advise that you run a trial to confirm both the compatibility of stock with our product and the coating rate.

Only odourless printing inks should be used to avoid possible contamination of the encapsulate.

Preparation

The ink duct must be perfectly clean and free of any solvents, detergents or other chemicals. No other ingredients can be added to this type of encapsulate because of the very delicate nature of the capsule walls.

For this type of application a special anilox roller should be created. Please contact us for details.

Printing

The application of the encapsulate must be through the last printing station of the press to avoid any unnecessary additional shear and possible damage to the capsules.

Finishing

The capsules tolerate heat from dryers of up to 190°C. This presents an advantage to drive off residual water to speed up the curing process.

Stacking the printed stock high does not break the capsules, they only respond to shear and not to evenly distributed pressure.

Further processing such as cutting with guillotines, perforating and folding does not present any problems. However, the stock should not be put through a folding machine as this would completely shear all the capsules and leave no fragrance.

The coating should remain invisible to the naked eye and does not create unsightly blemishes such as white haze or gritty textures on the graphics, unlike conventional spot or strip release coatings.

There is no need for peeling, rubbing or scratching to liberate the aroma. A gentle touch will release a generous amount to sample.

Wash all equipment immediately with warm water after use.

3) Gravure Printing

This product is supplied in a ready-to-use format suitable for Gravure printing. The application of the encapsulate must be through the last printing station of the press to avoid any unnecessary additional shear and possible damage to the capsules.

Like the Flexographic method, gravure printing of encapsulates generates superior coating quality and is particularly suitable for the production of drawer liners and gift-wrap etc.

Stock

Generally speaking, matt dual coated stock is the most suitable substrate and it is best to avoid laminated materials. However, in every instance we advise that you run a trial to confirm both the compatibility of stock with our product and the coating rate.

Only odourless printing inks should be used to avoid possible contamination of the encapsulate.

Preparation

For this type of application a Cylinder with the correct engraving must be employed. The ink duct must be perfectly clean and free of any solvents, detergents or other chemicals. No other ingredients can be added to this type of encapsulate because of the very delicate nature of the capsule walls.

Printing

The application of the encapsulate must be through the last printing station of the press to avoid any unnecessary additional shear and possible damage to the capsules.

Finishing

The capsules tolerate heat from dryers of up to 190°C. This presents an advantage to drive off residual water to speed up the curing process.

Stacking the printed stock high does not break the capsules, they only respond to shear and not to evenly distributed pressure.

Further processing such as cutting with guillotines, perforating and folding does not present any problems. However, the stock should not be put through a folding machine as this would completely shear all the capsules and leave no fragrance.

The coating should remain invisible to the naked eye and does not create unsightly blemishes such as white haze or gritty textures on the graphics, unlike conventional spot or strip release coatings.

There is no need for peeling, rubbing or scratching to liberate the aroma. A gentle touch will release a generous amount to sample.

Wash all equipment immediately with warm water after use.

4) Silk Screen Printing (Flatbed or Rotary)

Silk Screen printing becomes very useful if only a specific area or shape is to be applied to a part of the page. This method of application can produce some very high coating weights which allow multiple sampling or release from the same area. Once applied it creates an optical effect similar to silk varnish and remains translucent to allow graphics to show through.

We base varnish requirements on 1kg of varnish covering 50m² (this does not include any setup requirements).

Stock

It is important to leave a 'window' for the capsules in the sealer varnish if your material is pre-printed by a conventional Litho or Gravure process. If this is not observed, poor adhesion or even reticulation (pinholes) could occur due to absence of any solvents in our product.

Stock must be dual coated e.g. Chromomat. Coated matt, silk or gloss are all suitable substrates. It is best to avoid laminated materials. However, in every instance we strongly advise that you run a trial to confirm both the compatibility of stock with our product and the coating rate.

Try and avoid stock and inks that have their own strong smell to prevent fragrance contamination.

Preparation

All equipment must be thoroughly clean and free of any solvents, detergents or other chemicals.

Printing

We supply a ready-to-use fragrance encapsulate for Flatbed or Rotary Silk Screen application. The screen should be made up with a mesh size from 70T to 120T. A waterproof stencil is necessary to resist the water based capsules.

The coating weight is increased by this method to compensate for relatively small areas of encapsulate. We recommend a minimum of 4 x 4 cm using a coarse screen. For larger areas, coated weight can be reduced by using a finer screen (120T).

It is advisable to test the adhesion of the capsules before committing to a large print run.

Finishing

The coating should remain invisible to the naked eye and does not create unsightly blemishes such as white haze or gritty textures on the graphics, unlike conventional spot or strip release coatings.

The capsules tolerate heat from dryers of up to 190°C. This presents an advantage to drive off residual water to speed up the curing process. We would advise 24 hours between fragancing

and finishing to ensure that the fragrance varnish has completely cured.

Stacking the printed stock high does not break the capsules, they only respond to shear and not to evenly distributed pressure.

Further processing such as cutting with guillotines, perforating and folding does not present any problems. However, try not to make the finishing of an item too complicated e.g. too many folds etc. Too many finishing procedures or too much handling during the finishing process will reduce the final strength of the printed fragrance (because any contact with the printed fragranced area will liberate the aroma).

After use, wash all equipment immediately with warm water.

There is no need for peeling, rubbing or scratching to liberate the final printed aroma. A gentle touch or rub will release a generous amount to sample.

July 2009

TNT Post UK Ltd
1 Globeside Business Park
Fieldhouse Lane
Marlow
Buckinghamshire
SL7 1HY

T 01628 816 768
F 01628 816 881
E customerservices@tntpost.co.uk
www.tntpost.co.uk

