



adScents

# What is adScents?

adScents is an innovative printing technique that enables you to infuse scent into the design of your direct mail.

The encapsulated aroma is released when a finger is brushed across the printed surface enabling you to interact with the recipient in an engaging and memorable way.

## What are the benefits of adScents?

- Unique cut-through that helps improve response rates and ROI
- Creates an emotional connection with your audience helping increase brand awareness
- Interactive postcards that engage with the recipient for added memorability

## How can adScents be used?

- Choice of A5 or A6 postcard formats for instant impact
- Minimum order quantity: 5000

## Who to contact

For more information about adScents or our full portfolio of products and services please talk to your TNT Post Account Manager.

Alternatively, call Client Services on **01628 816 768**

## What scents are available?

There are a wide variety of scents to choose from including:

### Herbs & Spices

Christmas Spices  
Cinnamon  
Cinnamon & Spice  
Coriander  
Garden Mint  
Ginger  
Herb Garden



### Fruit & Nut

Apricot  
Almond  
Apple (Green)  
Banana  
Blackcurrant  
Coconut  
Cranberry  
Dried Fruit  
Fig  
Grape (sweet)  
Grapefruit  
Hazelnut  
Lemon  
Melon  
Orange  
Orange Peel  
Peanut  
Pear  
Pineapple  
Pomegranate  
Rasin & Sultana  
Spiced Fruit  
Strawberry  
Tropical Mango



### Food

Baked Apple Pie  
Bubblegum  
Cabbage  
Chocolate Biscuits  
Cinnamon &  
Orange  
Cookies  
Curry  
Dark Chocolate  
Fish  
Ginger Cake  
Honey  
Liquorice  
Milk Chocolate  
Peppermint  
Sticky Toffee  
Pudding  
Strawberry Ice  
Cream  
Vanilla Ice Cream



### Themed & Other

Arabian Nights  
Desert Island  
Dungeon  
Engine Oil  
Jungle  
Mountain Air  
New Car  
Rain Forest  
Rock Pools  
Swamp  
Volcano

### Home

#### & Garden

Baby Lotion  
Cedar Wood  
Christmas Trees  
Earth  
Fresh Cut Grass  
Furniture Polish  
Green Wood  
Laundry Powder  
Oak  
Peat  
Sandalwood  
Sun-Tan Lotion  
Vapour Rub  
Woodsmoke

### Floral

Apple Blossom  
Bergamot  
Carnation  
Eucalyptus  
Geranium &  
Rosewood  
Giverny  
Grapefruit &  
Lemongrass  
Honeysuckle  
Jasmin  
Lavender  
Lilac  
Lime & Basil  
Rose  
Oceanix

### Beverages

Bergamot  
Carnation  
Eucalyptus  
Geranium &  
Rosewood  
Giverny  
Grapefruit &  
Lemongrass  
Honeysuckle  
Jasmin  
Lavender  
Lilac  
Lime & Basil  
Rose  
Oceanix

Cappuccino  
Caribbean Cocktail  
Cola  
Earl Grey Tea  
Gin  
Malty Milk  
Mulled Wine  
Sherry  
Shiraz  
Whiskey



FSC logo

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sure we can