



LET THE AIR



Scent can do more than freshen the air in your space. It can elevate mood to help lift morale and create a sense of well-being that can help drive productivity. Air care can make the first and last impression of a business a positive one and enhance a company's reputation.

SUCCESS IS IN THE AIR.

Help create an environment that can inspire employees and guests.



Inspiring Experiences

Deliver a consistent fragrance experience that fills your facility with fresh scent.



Fragrance That Lasts

Long lasting refills¹ help reduce frequency of replenishment. Scent is delivered seamlessly from devices designed to complement the space.



Enhanced Reputation

Air care is an important part of holistic facility maintenance and is crucial to a positive overall impression, which can enhance a company's reputation.

¹Consistent fragrance of up to 70 days for auto sprays and up to 60 days for scented oils based on lowest settings.



EVERY WORKSPACE CAN INSPIRE

No matter the industry — offices, education, multi-family, healthcare — air care can elevate the moment. The right scent in the right space can transform the experience.



WORKSPACES

Air Wick® solutions keep spaces fresh and inviting, transforming work hours into inspiring moments.



EDUCATION

Invigorate the air with fragrance to create inspirational atmospheres for learning.



HEALTHCARE

Refreshing the air in spaces comforts, welcomes, and helps make people feel more at home.



PLUG-IN SCENTED OILS

Excellent for break rooms, common areas and conference rooms.

- Delivers consistent, long-lasting fragrance² infused with natural essential oils
- 5 adjustable settings for customizable fragrance control
- Sophisticated look to complement any facility



WALL MOUNT AUTOMATIC SPRAYS

Perfect for restrooms, entryways and hallways.

- 24/7 continuous fragrance technology for ongoing scent delivery to your facility
- 3 intensity settings available with flashing refill indicator
- Starter Kit includes device, refill and batteries



WHY DOES AIR CARE MATTER?



93%

say that bad odors will negatively affect their impression of the organization³



56%

say they will assume a property is dirty if it does not smell good³



75%

of emotions are generated because of smell⁴

²Refills provide up to 60 days of fragrance, based on lowest setting.

³<https://www.vanguardsv.com/2020/02/bad-smells-driving-away-business/>

⁴Paluchová, J., Berčík, J., & Horská, E. (2017). Sensory and aroma marketing: The sense of smell

THE SCIENCE OF SCENT

Scent triggers emotional connections and plays an important role in decision-making.

The Limbic System of the brain is critical to processing scents, and it has an intimate link with the neural areas of emotion and associative learning.⁵

Different scents are associated with different benefits:⁶



FRESH WATER

Refreshed, Happy, Relaxed, Pleasantly Surprised, Well-being



LAVENDER

Happy, Interested, Refreshed, Comforted, Relaxed, Well-being



LINEN

Comforted, Refreshed, Relaxed, Happy



FLORAL FRUITY

Happy, Refreshed, Pleasantly Surprised, Relaxed



VANILLA

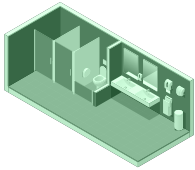
Comforted, Happy, Soothed, Relaxed, Well-being



APPLE CINNAMON

Happy, Comforted, Relaxed, Mouth-watering, Interested

THE RIGHT SCENT IN THE RIGHT SPACE CAN ELEVATE EXPERIENCES.



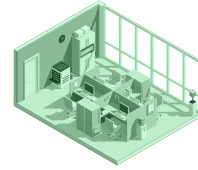
Restroom Odors

Refresh restrooms with pleasant fragrances for a positive experience.



Pungent Food

Improve employee experience by refreshing communal spaces.



Stale Air

Create lasting impressions and help deliver a better ambience.

Make the most of every facility environment with Air Wick®.

Item Description	Units/Case	Item #	W.B. Mason Item #
Air Wick® Scented Oils			
1 ct. Scented Oil Gadget	6	62338-78046	RAC78046
2 x .67 oz. Twin Refill Fresh Waters®	6	62338-79717	RAC79717CT
2 x .67 oz. Twin Refill Lavender & Chamomile	6	62338-78473	RAC78473CT
2 x .67 oz. Twin Refill Fresh Linen	6	62338-82291	RAC82291
Air Wick® Automatic Sprays			
1 ct. Starter Kit - White Gadget + Fresh Waters® Refill	4	62338-88413	RAC88413
1 ct. Starter Kit - White Gadget + Summer Delights Refill	4	62338-88410	RACT92944CT
5.89 oz. Refill Fresh Waters®	6	62338-79553	RACT79553CT
5.89 oz. Refill Lavender & Chamomile	6	62338-77961	RAC77961CT
5.89 oz. Refill Fresh Linen	6	62338-82314	RAC82314CT

COMING SOON

TO LEARN MORE, PLEASE CONTACT YOUR W.B. MASON SALES REPRESENTATIVE OR VISIT WWW.WBMASON.COM



⁵<https://draxe.com/limbic-system/>, September 2016

⁶Firmenich, ScentMoves

