



MEDIA RELEASE

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A New Benchmark For Environmental Friendliness In The Scent Marketing Industry Worldwide

Hydroemission's Scent Marketing Proposition Achieves The Singapore Green Label

The ScentFilm™, manufactured in Singapore by Hydroemission, is the first of product for Scent Marketing worldwide to be awarded a Green Label for its environmental friendliness.

All day long, consumers' eyes and ears are bombarded by traditional advertising and marketing messages; this brings to what is called a Sensory Overload, which causes consumers to tune out traditional marketing messages altogether. A Scent Marketing Solution helps Visual Merchandisers and Marketing Managers to reactivate the customers' attention, differentiate the brand, and increase the effectiveness of the marketing proposition.

Moreover, when combined with other sensory triggers, scents create a long--lasting sensory and emotional connection between the Brand and the customers, with returns that can be felt far after the end of the marketing campaign.

Unfortunately, Scent Marketing has never been a very environmental friendly business proposition due to the consumption of power supply, frequent usage of solvents to increase fragrances' volatility, and introduction of particulate in the air.

Hydroemission's ScentFilm™ is the first product being presented in the Scent Marketing industry worldwide to achieve a Green Label, de facto setting a new standard for environmental friendliness in the Scent Marketing Industry.

Upon contact with air currents, ScentFilm™ releases scent molecules continuously into the ambient. This is achieved without any machinery or electricity, making it a flexible, healthy, economical, and green approach to scent marketing.

No matter the type of business of our Clients, Hydroemission can create a custom scent marketing solution that help Clients reach their customers better than ever before.

Hydroemission is a Singaporean based manufacturer, with Clients among the most reputable global brands in international retail, hospitality, property management, banking and entertainment.

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PARAMETERS OF ENVIRONMENTAL LOAD IN SCENT MARKETING

➤ **Introduction of Particulate**

When you inhale, you breathe in air along with any particles that are in it.

The air and the particles travel into the respiratory system (your lungs and airway) and, along the way, they can stick to the sides of the airway they travel deeper into the lungs.

Small particles (PM2.5 or less) travel deeper into the lungs and because they are more irritating,

The presence of particulate in the air is addressed in Singapore by the GUIDELINES FOR GOOD INDOOR AIR QUALITY IN OFFICE PREMISES, 1996.

The ScentFilm™ does not introduce require small particles in the air.

➤ **Consumption of Power Supply**

Using a life cycle approach, the greenhouse gas emissions are not only associated with producing products but also with their use at the customer site.

The ScentFilm™ does not require power supply for its usage

➤ **Emission of Solvents or harmful VOCs**

In the Scent Marketing Industry, Solvents are mixed to fragrances to improve the volatility. Solvents evaporate and thus find their way into the atmosphere. The reaction products of organic compounds are causes of manifestation of photochemical smog.

VOC stands for Volatile Organic Compounds. Most people use the term VOC to mean a harmful air pollutant, but the truth is you breathe VOCs when you smell a bouquet of flowers or the aroma of garlic when you cook. Without VOCs, we would live in a fragrance-free world and never use our sense of smell.

The ScentFilm™ implements fragrances produced following IFRA guidelines which do not contain VOCs referred as harmful by the World Health Organization.



ABOUT HYDROEMISSION

Hydroemission is a Singaporean company, founded in 2003 with the intuition that pharmaceutical technologies can be adapted and applied to environment applications such as Scent Marketing and Indoor Air Quality, to reduce environmental pollution, improve treatment efficacy and cut costs.

Through years of research backed by SPRING Singapore and supported by the School of Materials Science & Engineering at Nanyang Technological University, Hydroemission has successfully developed an innovative biodegradable matrix which can house up to 90% of its own weight of a wide range of active ingredients ranging from enzymes to essential oils. As a result, these active ingredients acquire a unique controlled release property where they are gradually released into the environment at predetermined intervals for a stipulated time period.

This technology has gained its fair share of accolades including the Emerging Enterprise Award 2011 Best Innovation Award and the Senoko Green Innovation Award 2012.

ABOUT THE SINGAPORE GREEN LABEL

Launched in May 1992 and administered by the Singapore Environment Council (SEC) since June 1999, the Singapore Green Labelling Scheme (SGLS) is Singapore's leading environmental standard and certification mark.

SEC is recognised as a member of the Global Ecolabelling Network (GEN), an association of third-party, environmental performance recognition, certification and labelling organisations to improve, promote, and develop the "ecolabelling" of products and services. The SGLS has been successfully audited by the GEN as meeting ISO 14024 and ISO Guide 65 standards for the GENICES accreditation in October 2011.