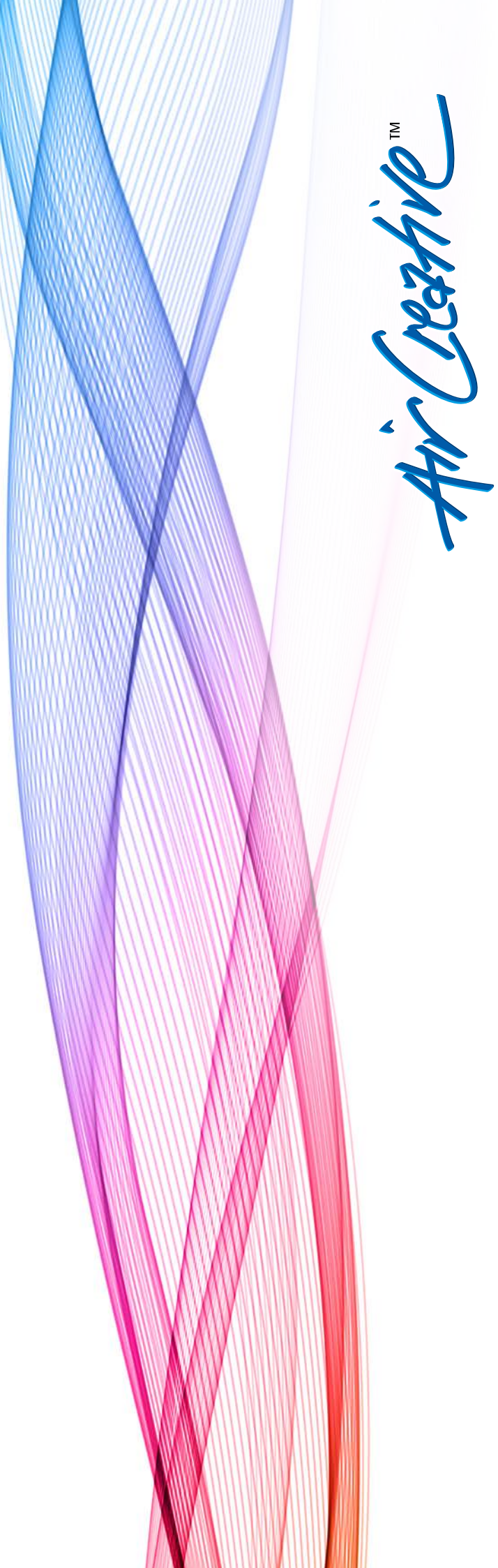
unique

valuable

natural



A passion for people, aromas and emotions

Air Creative. More than 20 years of being where people meet up, converse, live and trade with one another. We are wherever you are, dear future customers. In touch with the times, at the centre of attention and the economy. Our goal from the very beginning has been to create ambiences in which visitors, customers and staff feel good. Conveying our vision of air refinement has not always been an easy task over the years. There is still a widespread belief that fragrances and odours can only affect us when we are consciously aware of them. Aroma marketing as an event still relies on this prevailing opinion.

Thus artificial "bread roll or coffee scents", for example, are touted as stimulants that will increase sales and well-being. Our research efforts, however, in cooperation with renowned universities as well as in our own laboratory, in salesrooms and living spaces, show that the subconscious and the limbic system are particularly closely connected with scent stimuli and can significantly affect one's sense of well-being.

In this context, we have found that negative influences such as poor air quality have a much stronger effect on people's behaviour than all the positive and

pleasant influences taken together. We can create the most beautiful visually, acoustically and haptically interesting presentations, but if the olfactory ambience is not quite right, viewers do not feel well and thus do not stay for as long.
Refining a room's ambient air quality addresses people via their emotions and memories rather than control them, as is sometimes argued. The room's air quality is improved – for the benefit of visitors, customers and staff. The fact that this can simultaneously help reduce viruses, bacteria and staphylococcus counts is an additional measurable side benefit.

Feel free to browse through the pages of this brochure and let our nose be your guide. I am looking forward to hearing your questions and suggestions and wish you all the best!

Your Beat Grossenbacher
Owner of Air Creative AG / GmbH

• Naturalness obliges – about us.

We focus on service, creativity, integrity and partnership. Entrepreneurial initiative combined with a passion for what we do is a matter of course for us. Air Creative's values are based on a commitment to people and our shared environment. That is why our products are exclusively of regional origin – manufactured here in Switzerland. Our social environment is more important to us than profit maximisation! People as individuals not only have the right to enjoy an intact natural world and environment, but also to be able to breathe good, healthy air in buildings. Achieving this goal means taking responsibility and implementing one's own values accordingly.

natural

• Unique procedure – how we want to be perceived.

For over 20 years now our in-house research department has been delving into possibility of addressing people on an emotional level and improving living conditions. We do not always associate scents with good memories. Nursing homes, hospitals and doctors' offices, for example, are often not associated with positive emotions. A change in indoor air quality can have amazing results in such cases. This cannot be achieved by simply masking sources of unpleasant odour. Only our specially-developed 3-stage procedure is able to establish a positive basis in the rooms. Using a single device, the air is first filtered, then unpleasant odours are removed and, in the final stage, emotion-inducing messenger substances are discretely released into the air.

unique

• Economical and health-promoting – what matters to our customers.

In addition to looking for good and healthy air quality, customers place particular importance on solution-oriented and economic factors. This includes simple and effective ways of working with cost-effective systems. Value stability is maintained by ensuring the production takes place exclusively in Switzerland.

valuable

Air Creative
Air Creative

Air refinement for the right indoor ambient air quality

• The basis

"Where it smells good, I feel good. Where I feel well, I stay longer. And where I stay longer, I also prefer shopping" (Professor Peter Weinberg of the Institute for Behavioural Research at the University of the Saarland).
The scent of fresh roses, a stroll through the forest or the smell of sea and beach. Positive emotions are aroused that are closely linked with memories. Smells determine what people like or dislike. They connect memory, inspiration, emotion, love and hate. Unpleasant odours can thus adversely affect sales, whereas pleasant fragrances can have a positive effect.

• Can scents and smells really change the world? – What is certain is that they influence our behaviour significantly!

There are scents and smells everywhere we go. They always have some kind of effect on us. Whether the emotions elicited are positive or negative, they are often profound.

What do your own premises smell like?
Have you perhaps already become accustomed to certain odours?
Do you believe in getting a second chance to make a first impression?

Why don't you just surprise your customers with good air!

“I was amazed at the positive effect the systems had and how easy they were to use!”

Hardly anyone enjoys reading instruction manuals or has the time to deal with technical details. A system must therefore continue functioning in accordance with the specified standards, without having to be constantly monitored and readjusted.
Our promise is something you can count on. Air Creative systems keep to the specifications provided.

- Easy to use
- Unique, patented three-stage system
- 100% low-maintenance (no cleaning required when changing the scent)
- Guaranteed steady and subtle aroma release
- No internal contamination caused by suctioned dust
- Fully automatic operation without tedious programming
- Quick and easy change of fragrance
- Elegant design adapted to the environment
- Long service life
- Optimal price-performance ratio

Always two steps ahead!
We stand by our system, which first cleans the air, then neutralises it and finally releases natural messengers into the air! All in one and the same device.

“First, I couldn‘t believe it was possible. Air Creative has clearly brought me an increase in sales!“

Scientific studies show that 80 percent of all purchases are impulse purchases!

• Our research has further shown that the purchase decision is always emotional. The articles in the “fashion department” are thus not purchased at the shop window or the shelf, the actual decision to buy is made in front of the mirror, especially in the dressing room. It is all the more important to give this place of sale particular attention. Unpleasant odours in this room could interfere with a customer‘s intention to purchase.

• Delicious baked goods in a beautiful environment can only be perceived as such, if the olfactory stimulus matches the product. If a department store smell or fish counter odours are hanging in the air, this is bound to have a negative effect at the sales counter. These smells are perceived as not fitting. Stimulating the olfactory system is therefore a rather sensitive undertaking!

• Emotional olfactory stimulation must not be left to chance! Air Creative systems efficiently eliminate any olfactory stimuli that do match their surroundings. This creates an ambient air quality that customers perceive as pleasant, which in turns means that they stay longer, are more generous with their pocket books and establish positive feelings toward your business.

Our residents and staff agree: “Your systems and odour neutralisation have solved our odour problems!”

Visual impressions can be affected by negative odour structures. Care, affection and nursing depend to a large extent on the positive perception of the atmosphere in a room. If this is impaired through odour nuisance, visitors and residents feel uncomfortable and shorten their length of stay, due to the negative chemical messengers in the air.

Consisting of a fruit sugar (betaine), the unique odour neutraliser “Airomex®” effectively counters these conditions and stops such odours from developing. The specific focus on converting the negative odour molecules thereby prevents a mere masking. The result is a unique room air quality that can be subtly supported by a targeted positive release of messengers into the air.

Positive substances from natural essential oils act not only on the psyche, but significantly reduce viruses, bacteria and micro-organisms. Quality ambient air thus also contributes to making the air healthier for breathing, which results in a noticeable reduction in the number sick days taken. Studies show a reduction of up to 30 percent. This is important not only in the care sector but in all the places where people get together.

“At first I wanted to save money. But today I know that was the wrong approach. Thanks to increased sales with Air Creative I now have a better profit margin! “

Investments in ambiance are often classified as additional operating costs because of their effect in terms of accounting. It has never been easy to get a company‘s controllers and number crunchers excited about expenditures on healthy air for breathing. On the revenue side, the effects of such an acquisition are barely detectable, or so goes the popular wisdom in their heads.

“Good air is neither tangible, audible nor visible,” they argue. We can nevertheless feel it! Being able to breathe deeply and properly means tangible quality in our daily routine. Numerous studies have shown again and again that a substantial cost-benefit ratio results if you only take the time to have a closer look. Marketing experts have long understood that customers and staff are more positive when the air they are breathing in is healthy and pleasant. Our laboratory research clearly shows that every single negative impression will outweigh all positive impressions. A musty smell in the dressing room, for example, unfortunately has a greater impact on sales than all the positive impressions of a shop window or showroom taken together! Saving at the expense of the ambient air quality is therefore always a missed opportunity to increase revenue and customer loyalty.

You would like to see some studies? Feel free to ask us about them and we will be happy to help you out.

"Spatial analysis? My first thought was: what's the point of that? Now I know that on-site spatial analysis gives more insight and has shown me room for improvement that I did not notice before."

We are hardly aware of what it smells like in our own premises. Due to today's masking techniques and research opportunities, describing the ambient air quality and its potential is not easy. The belief that this can be done by relying only on your own feeling is like driving in a tunnel in which only the bright light at the end can be seen. The dark, unseen parts of the tunnel remain hidden to us because nobody shines a light on them for us.

People very often claim there are no odours in their own business premises, the materials are odourless and that their cleaning works well. We have no odour problems!

Not only can a spatial analysis can reveal hidden problem areas, it can also throw light on unnoticed potentials. Every company has to become aware of its so-called "value points" and how they could look if they were brought more into the foreground.

Even a nursing home should not neglect this aspect when welcoming its customers! Our research results clearly show that, in surveys taken of the banking, fashion, hospitality or care sectors, cleanliness comes in first place and is closely associated with room odour.

The approach of our "Air Designer" is unique and gives our clients the tremendous advantage of setting themselves off from the competition.

Take advantage of this opportunity and make an appointment with us today!

• Objective and subjective

Perception plays a big role when it comes to odours or fragrances. In addition to the measurable, objectively perceptible intensity of a messenger substance, there is also the subjective side. This is not infrequently a source of irritation. The feelings aroused by scents and smells can be either pleasant or unpleasant all the way to downright disgust. Individual people react very differently in such cases. Depending on what they have learned or experienced one person may find the smell of petroleum at the petrol station as rather pleasant, while another may hardly be able to stand it. Especially human odours often give rise to "a bad atmosphere". When it is not only the printer or the new wall paint that is making for an unpleasant climate in the office, but also an unkempt neighbour, trouble is inevitably brewing. Working in close proximity to one another over a long time span can be a cause of tensions, especially if you cannot stand (the smell of) someone. The actual odour intensity value according to "Olf" is irrelevant in such situations. Here it the subjective perception alone that counts and decides on likes or dislikes.

• Remedy

An improvement of air quality through the use of our 3-stage system can remedy the situation. The unique odour neutraliser, "Airomex®", will make short work of unpleasant odours. In doing so, Air Creative's unique technology exploits the natural process of cold evaporation. The devices operate on three levels. In addition to releasing positive room fragrances to improve the room climate, the unit neutralises negative odours and filters the air. The result will be both a sales promoting and antiseptic effect. All this in one and the same device. Thanks to the sophisticated technology, hardly any maintenance is required and power consumption is a mere 0.4 A.

The environment and employees will thank you!

Our systems. Always two steps ahead!

• The 3-stage system

First the dust filter cleans the air, and then any negative odours are neutralised in step two. In the third stage, the air is carefully enriched with the messenger substances. By way of comparison: You surely don't apply perfume after exercising, without first taking a shower, do you?
Our advice: "First clean, then neutralise and then release messengers!" All that in one and the same device.

• Endless possibilities make the difference

Whether in the form of free-standing systems, wall fixtures or ceiling mounting, Air Creative has the right solution for every need. Easy installation and excellent service guarantee that the devices will become your loyal companions for daily use. Low-maintenance technology ensures smooth operation. A concept with which you will soon become familiar.

http://www.aircreative.com/
c.d.a.
Bergamotti
Mandarine
Rosmarin
EDEKA
Meyer

Pleasant ambient air as the result of two types of systems

• Classic line

Our classic system purifies the air and eliminates unpleasant odours. The room climate is then subtly enriched with gentle messenger substances. The intensity cannot be changed.
You would like a tried and tested system that does not require regulating the intensity on you own? With the classic line you are in good hands.
Advantages:
- Economically priced system
- Long service intervals
- High flexibility

• Premium line

The premium line also purifies the air and eliminates any unpleasant odours. The careful controllability of individual messenger substances is a plus point and set this system apart. It gives the user additional control when enriching.
You would like to be able adjust in fine increments? Then the premium line is the right choice for you.
Additional advantages of classic line:
- Individually adjustable messenger substances
- Improved performance
- Special design
- Messenger substance and Airomex® are separated

Smart technology merges with mobile life. Android App for more convenient control

• Level control via Android app

When should I refill? This is no longer an issue with our new application for smartphones and tablets. As early as 3 to 4 days before the messenger substances run out, a message reminds you about the need to refill. On request, we can provide you with an automatic replenishment of your substances at the same time.

• System control via Android app

How do I regulate the system? The application for smartphones and tablets provides the necessary mobile convenience with its settings. In addition, any irregularities are detected in good time and displayed to the user as a warning.

01 14 | pegasus WA photos: iStock / Fotolia.com / Air Creative AG

head office
Air Creative AG
Ferggerweg 5
CH-3380 Wangen an der Aare
+41 325105080
info@aircreative.com
www.aircreative.com

Air Creative Ireland Ltd.
NSC Campus
Mahon
Cork, Ireland
+35 3212309388
ireland@aircreative.com
www.aircreative.com

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