



## CASE STORY

# FITNESS

### Premium Fitness Brand

#### PRODUCTS:

ScentBeat  
ScentNote

#### POPULAR SCENTS:

Lemon Lavender  
Spa Essence  
Pandemonium Patchouli

#### ScentBridge Contact Information:

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## The Challenge

There is a trend in the fitness industry to establish “high-end, country club style” environments and amenities. In order to achieve this, an increased focus on the guest experience has led to many advancements. One challenge was to improve overall member satisfaction by creating a fresh and inviting atmosphere in the gym. There was a need to “greet” their guests upon entry into the club with a memorable first impression, and also address common malodors associated with the fitness environment.

## The Solution

To tackle these challenges, the fitness chain implemented a strategic scent marketing program utilizing advanced scent diffusers across their locations. They selected a lemon lavender scent to provide a fresh and clean aroma that would be diffused in the lobby, common areas, and locker rooms. All systems are remotely monitored to ensure brand consistency and service levels across all locations.

## The Benefits

The fitness chain successfully set itself apart from competitors by creating a multi-sensory environment that supported the overall wellness of its members. Post-implementation, feedback indicated that the scent infused areas were “cleaner and more inviting” while reducing unpleasant odors. The overall aesthetic and appeal of the clubs improved, leading to an increase in new members, club use, and member retention rates.

**15%**  
**INCREASE**  
in member retention



## SCENT DELIVERY **SOLUTIONS**

### The Perfect Solution for Every Application

ScentBridge offers a professionally curated selection of scents across multiple categories that meet the highest quality and safety standards:

Fresh & Clean  
Garden & Wood  
Gourmand Palette  
Home & Hearth  
Pure Elegance  
Relaxing Spa

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## Safe & Effective Commercial-Quality Scent Delivery

From compact units perfect for smaller spaces to robust systems engineered for expansive areas, ScentBridge offers tailored solutions that ensure an optimal scent experience. Each product is crafted with precision, utilizing advanced technology and mobile app control to seamlessly integrate into the environment, enhancing ambience and elevating sensations.



### **ScentBeat HVAC**

HVAC-integrated, app-connected scent systems capable of scenting large areas. Installation information available.



### **ScentBeat**

Controlled diffusion up to 5000 sq. ft. from a single system. Comprehensive scent coverage with adjustable settings via a mobile app. Refills available in 150 ml and 850 ml sizes.



### **ScentNote**

Ideal for smaller spaces up to 325 sq. ft. from a single system. The system uses cold-air diffusion for a consistent and subtle scent distribution. Refills available in 100 ml size.

## Ready to Get Started?

You have the unique opportunity to provide your clients with more than just a product - offering them an experience that stimulates the senses and elevates their environment. Learn how you can offer ScentBridge products to make every space memorable and generate a recurring revenue stream.

