



## P R E S S   R E L E A S E

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### **ScentAir Shares the Latest Secret of Corporate Branding for Hospitality Industries in Bali**

*“THE POWER OF SCENT: Engaging Your Customers in the Food, Hotel and Tourism Industry” seminar, by Mr. Andy Kindfuller, CEO of ScentAir Technologies, Inc.*

ScentAir, the leading global provider of scent delivery solutions for business, actively become the main important part of this biggest hospitality exhibition in Indonesia, Food, Hotel & Tourism Exhibition 2014 (FHT Bali 2014). ScentAir shares the latest knowledge of world’s trend to boost the marketing style and customer experience through an interactive seminar, THE POWER OF SCENT: Engaging Your Customers in the Food, Hotel and Tourism Industry.

This seminar directly presented by Mr. Andrew Kindfuller, the CEO of ScentAir Technologies Inc. USA. It will describe about how the smell sense has the hidden power and play the vital role in engaging your customer experience to remind them of your brands. Take place at Nusa Dua Convention Center - Bali, this seminar is hold on Friday, March 7<sup>th</sup>, 2014 started from 11 am WITA.

Mr. Andrew Kindfuller, or usually called Mr. Andy, has lead ScentAir Technologies Inc. for years and already deploy the ‘out-of-box’ scent system in various industries. The alumnus of Wharton School (University of Pennsylvania) and Georgetown University will bring such secret through this seminar. ScentAir hopes that the hospitality industries get the innovative knowledge of stimulating their customer to involve in various experiences. ScentAir also ready to enter the market and provide the solution to hundred hospitality industries in Bali.

#### **About ScentAir**

ScentAir is the global leader of scent marketing in Indonesia, which originally made and formulated in USA. ScentAir helps the businesses to get a distinctive experience through the power of scent to your customers. From humble beginnings in 1984, ScentAir has grown to where it now has systems placement in more than 109 countries, with over 75.000 deployments. As the only scent marketing provider who registered as the member of International Fragrance Association (IFRA), ScentAir has to followed 186 standards of safety fragrance materials without using CFCs, HCFCs, LPG or others hazardous material as the guarantee of quality. For more info of ScentAir Indonesia, contact:

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