Groom Solutions CD521GL, Blueberry Muffin Deodorizer, Carpet and Fabric Deodorant, 1 Gallon, 1693-2384



Model Number: CD521GL

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Manufacturer: Groom Industries

Blueberry Muffin Deodorizer
Carpet & Fabric Deodorant
Item No. CD521GL X 4 = 1 case

Blueberry Muffin Deodorizer Concentrate
Carpet and Fabric Deodorizer

Blueberry Muffin is a nice, mild smell that is strong enough to be noticed, but subtle enough that it won’t be "overpowering" for those that don’t like deodorizers. Blueberry Muffin will make your customers salivate and want to start cooking.

WHY DEODORIZERS?

Every cleaner wants repeat business and referrals. For many, repeat customers are the core of their business, and referrals their only method of advertising. Yet, as important as this is many cleaners ignore one of the most powerful methods of getting repeat business and building a memorable brand.

I’ll give you a hint. It smells.

Actually, it is smell. Research shows that there is a powerful link between smell, memory and emotional state. When scientist Hendrick Schifferstein from Delft University of Technology pumped the smell of orange, peppermint or seawater into a nightclub the revelers partied harder - they danced more, rated the night as more enjoyable, and even thought the music was better - than when no scent was added (Chemosensory Perception, vol 4, p 55).

The surprising thing about the research done on smells is that most of the subjects aren’t even aware of the smell, yet it still affects their behavior and emotions.

Major industries know the power of smell.

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• Casinos use fresh fragrances to keep card players at tables longer
• The army uses them to simulate urban warfare
• Disney uses them to create powerful memories of Disneyland
• Just hear the name Victoria’s Secret and perfumed buildings spring to mind
• Sony uses vanilla and mandarin to make women feel welcome in their stores

The secret is out. If you want to create a memorable brand, leave a memorable smell!

Amazing Fragrance = Strong Brand = Repeat Business

Dilution: ½ - 4 oz./gal. | RTU pH: 7 | Contains: 1 Gallon

DIRECTIONS Cleaning Additive: Add ½ ounce to each gallon of cleaning solution. Adjust dilution if more fragrance is desired. Direct Application: Use 4 fluid ounces per gallon of water. Spray directly on the source of the odor. Adjust dilution if situation requires more fragrance.

Spec Sheet
Label
Safety Data Sheet

Availability: This product was added to our catalog on Wednesday 24 June, 2015

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