



SHOPPING MALL CHAIN INTRODUCES AMBIENT SCENTING

Arabian Centres is a large chain of shopping malls in Saudi Arabia. With such high average temperatures in the country and high levels of foot traffic in their locations, Arabian Centres was looking for a way to address malodors in their prayer rooms and bathrooms.



المراكز العربية
Arabian Centres



AMBIENT SCENT SIGNIFICANTLY
AND SUBCONSCIOUSLY
INFLUENCES CONSUMER
PERCEPTIONS OF A STORE'S
ENVIRONMENTAL ATTRIBUTES.



Service Business

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THE CHALLENGE

How could Arabian Centres maintain a fresh and pleasant environment for their shoppers in the areas with the least fresh air?

THE SOLUTION

In February of 2016, Arabian Centres shopping malls in the Western Region of Saudi Arabia decided to address their malodor problems with Prolitec ambient scenting.

64 AQ570 appliances were installed in two malls in the western region of Saudi Arabia. They were installed two serve the prayer rooms and bathrooms.

“Pink Grapefruit” fragrance was chosen for its ability to eliminate malodor and “Oudh Aura” fragrance was chosen for its soothing qualities.

THE RESULTS

Our scenting program at Arabian Centres has been very successful. With Arabian Centres pleased with the results, we hope to expand service to the additional 3 locations in the Western Region of Saudi Arabia. With this expansion it is possible that the scenting programme could expand to the other 12 locations across Saudi Arabia.

The addition of scenting to the malls has elevated the shopper experience and improved consumer evaluations.

HIGHLIGHT

- “PINK GRAPEFRUIT” FRAGRANCE WAS CHOSEN FOR ITS ABILITY TO ELIMINATE MALODOR AND “OUDH AURA” FRAGRANCE WAS CHOSEN FOR ITS SOOTHING QUALITIES.
- 64 AQ570 APPLIANCES WERE INSTALLED IN TWO MALLS IN THE WESTERN REGION OF SAUDI ARABIA.

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