



COMMERCIAL ESTATE MANAGEMENT COMPANY CREATES FRESH EXPERIENCES WITH SCENT

Parkway Properties is a commercial estate management company that aims to create more “profitable and productive” office environments. prides themselves on providing unrivaled value and service in an increasingly competitive industry and the highly competitive market of Houston, Texas.

Today’s potential renters are discerning and, especially in light of the impact of COVID-19 on office environments, tenants are looking out of their work spaces. Buildings have to be for more enticing, with an elevated atmosphere, in order to attract and retain tenants.



A POSITIVE AND MEMORABLE EXPERIENCE HAS BEEN CREATED FOR OUR TENANTS BY ADDING A UNIQUE DIMENSION TO OUR PROPERTIES THAT DIFFERENTIATES US WITHIN OUR INDUSTRY.

AND BEST OF ALL, WITH NO EXTRA BURDEN TO OUR STAFF! THEY TAKE CARE OF IT ALL!”

*Fallon Macek
Parkway Property Manager*





OUR APPROACH

To create a unified brand experience, Parkway Properties chose a single fragrance for their portfolio of buildings: “Blue Wood.”

The fragrance is a sophisticated scent with crisp notes of green apple and the white florals of jasmine, lotus flower, and magnolia, all against a sensuous backdrop of sandalwood, cedar wood, oakmoss, patchouli, and gaiacwood.

The scent unites the buildings with a signature ‘Parkway’ feel – a warm, modern, and elegant atmosphere.

MEETING THE CHALLENGE

A total of 65 appliances were installed throughout the 13 buildings. A range of AQ370s, AQ570s, and AQ1270s were used depending on the spaces: lobbies, clubhouses, leasing offices, and hallways. In the end, the buildings all enjoy a subtle, yet signature atmosphere that differentiates the Parkway brand.

HIGHLIGHTS

- THE “BLUE WOOD” FRAGRANCE WAS INTRODUCED TO ENHANCE THE BRAND
- SCENT USED TO ENHANCE WORK ENVIRONMENT AND ENTICE, ATTRACT AND RETAIN TENANTS

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