



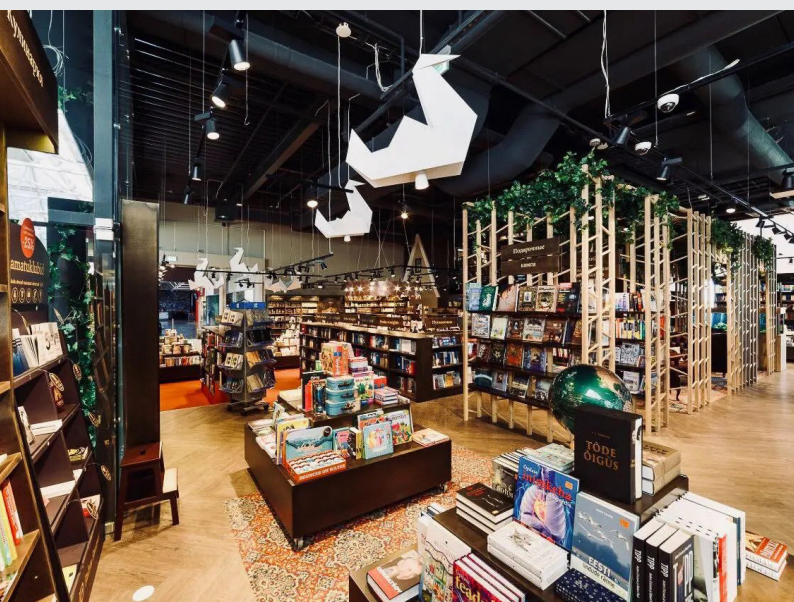
ESTONIA'S LARGEST BOOKSELLER INTRODUCES AMBIENT SCENTING

Rahva Raamat is the largest retail and wholesale bookseller in Estonia. The company has 10 bookstores in 7 cities. Rahava Raamat wanted to enhance their stores' comfortable, warm atmosphere.



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BUY BOOKS!"

2018 Online Customer Reviews



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THE CHALLENGE

How could Rahva Raamat enhance their book stores' familiar environment?

THE SOLUTION

The familiar, warm "Velvet Wood" scent was chosen to represent the Rahva Raamat brand.

14 AQ570s were installed throughout the stores across all 10 Rahva Raamat locations.

THE RESULTS

Rahva Raamat in Viru Keskus was chosen as one of the four best bookstores in the world by London Book Fair.

HIGHLIGHT

- 14 AQ570S WERE INSTALLED THROUGHOUT THE STORES ACROSS ALL 10 RAHVA RAAMAT LOCATIONS.
- THE FAMILIAR, WARM "VELVET WOOD" SCENT WAS CHOSEN TO REPRESENT THE RAHVA RAAMAT BRAND.
- RAHVA RAAMAT IN VIRU KESKUS WAS CHOSEN AS ONE OF THE FOUR BEST BOOKSTORES IN THE WORLD BY LONDON BOOK FAIR.



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