



PREMIER RETAIL COMPLEX INTRODUCES AMBIENT SCENTING

Tawar Mall is a premier retail complex of over 300,000 square meters in Doha, Qatar. The mall boasts international brands, a full range of entertainment options, fine dining restaurants, spectacular design, and an ambiance of luxury. With so many options in one location, the mall is very high traffic, which can lead to hygiene being a challenge.



95% OF CONSUMERS SURVEYED SAID THEY WOULD AVOID AN ESTABLISHMENT IN THE FUTURE IF THEY FOUND THE BATHROOM TO BE DIRTY.



Cintas Survey

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THE CHALLENGE

How could Tawar Mall maintain a fresh environment in their bathrooms that matches the luxurious atmosphere of the mall?

THE SOLUTION

In October of 2017, Tawar Mall introduced our scenting services to improve bathroom hygiene.

20 GENIE diffusion appliances were installed in the bathroom throughout the mall. "Spring Fresh" eliminates bathroom malodours and adds a fresh, clean element to the bathroom environment.

THE RESULTS

Managers, owners, and customers are very pleased with the new scenting programme. Managers are looking to expand the programme into the mall's prayer rooms.

HIGHLIGHTS

- THE "SPRING FRESH" FRAGRANCE WAS CHOSEN FOR THE BRAND.
- 20 GENIE DIFFUSION APPLIANCES WERE INSTALLED IN THE BATHROOMS THROUGHOUT THE MALL.



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