

SMELL YOUR DREAMS

Professional Scenting Systems

C Δ R P E X

THE POWER *of* PERFECTION

1- World of Fragrance

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**Introduction to
World of
Fragrances**

What Is An Essence?

Actually the exact meaning of the word “Essence” in Turkish is “Essential Oils”. For this reason, when we spray on a perfume, the ingredients in its content spread into the environment and make themselves known by way of our noses.

On the other hand, essence is a composition in different proportions of this type of varied natural raw materials that are obtained from nature by methods such as distillation and extraction and developed in a laboratory environment.

What Are Essence / Scent Notes?

- **Top / Head Note**

This is the initial essence of a fragrance that is perceived. It leaves the first impressions of the fragrance. The fragrances making up the top note are of the raw materials that render the scent “fresh” as well as being crisp and strong and they evaporate very easily. Citrusy scents, in particular, are used very frequently in top notes.

- **Middle / Heart Notes**

The scent of a fragrance that comes in after the top note dissipates and makes up the main body of the fragrance, being more permanent. The middle note masks the heavy base notes and rounds up the smell. Typically, floral and herbal scents are used in the middle note.

- **Base Note**

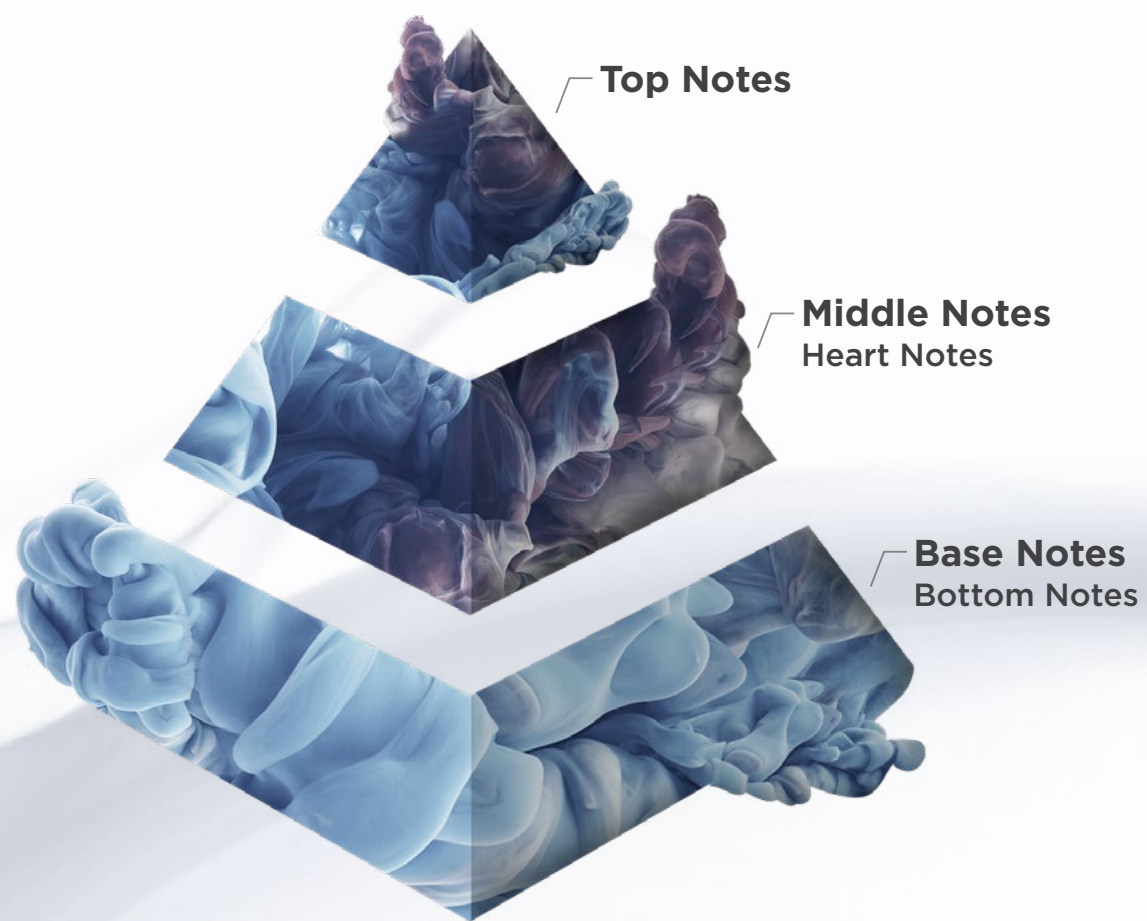
Makes up the main theme of the fragrance together with the middle note. Base notes bring depth and solidity to a fragrance. Compounds in this note are often the fixatives used to hold and boost the strength of the lighter top and middle notes. Musk, vetiver and resin are the typical raw materials that are used in this note.

The compounds used in an essence start the process of sensing a scent by our nose based on their varying notes, released at different times based on how fast they evaporate.

In general, what we first perceive are the fresh elements in a scent. The top notes of an essence consist mainly of fruity scents, green notes and the citrusy scents as well. The middle notes are the heart of an essence making up its main theme.

Floral scents and many herbal and aromatic compounds are included in the group of middle notes. Base notes are what ensures the staying power of the essence while providing solidity to it. These notes are made of spicy, woody scents as well as resins.

This theoretical definition of an essence/perfume is called the **“Fragrance Pyramid”**.



Top Notes

Middle Notes
Heart Notes

Base Notes
Bottom Notes

Floral Notes



- **Floral**

Floral notes are dominated by the scent of flowers. Single floral notes are capturing the fragrant spirit of a particular flower (soliflore), while floral bouquet combines fragrances of several flowers in a single and harmonious note. Floral notes may rely on fragrant essences of real flowers, but very often floral notes combine synthetic and natural material.



- **Soft Floral (Aldehyde)**

Animal, powdery or slightly woody notes often enhance the floral bouquet. The top note is a marriage of aldehydes and hesperidia. This sub-family came into existence with the creation of Chanel No. 5, the first floral-aldehydic perfume with an unusually high amount of aldehydes. Examples include: Chanel No. 5 and Estee Lauder White Linen.



- **Floral Oriental**

Sweet, warm, powdery base typical of this group harmonizes with such flowers like gardenia, tuberose, tiare or with a spicy note of carnation.

Fresh Notes



- **Aromatic (Fougère):**

Aromatic notes are usually combined of sage, rosemary, cumin, lavender and other plants which possess a very intensive grass-spicy scent. They are often combined with citrusy and spicy notes. Aromatic compositions are typical of fragrances for men.



- **Citrus**

Citrus fragrances' compositions are based on lemon, orange, bergamot, grapefruit or mandarin, with other citrusy, aromatic and tart notes for men and floral notes for women.



- **Water**

Compositions of this group include fresh accords of sea water, mountain breeze and clean linen and are mostly found as fragrances for men.



- **Green**

Green notes can add a sharper freshness to the floral bouquet. Compositions of this group include accentuated green notes of grass or leaves, besides aromatic components (lavender, rosemary, wood). Galbanum is a typical ingredient in this type of perfume as well as combinations that evoke freshly-cut grass.

Woody Notes



- **Woods (Ağaç)**

Opulent compositions of woody notes in a heart of perfume are accentuated with woody notes of a base. Warm, mysterious sandalwood, drier and sharper cedar and vetiver, resin-like and balmy exotic sorts are usually accompanied with aromatic and citrusy notes.



- **Mossy Woods / Chypre (Şipre)**

This olfactive group was named after perfume Coty Chypre created in 1917. Chypre means Cyprus in French. This sharp scent is based on harmony of oak moss, labdanum, patchouli and bergamot.



- **Dry Woods (Odunsu / Deri)**

Leather scents in various nuances, from floral, velvety compositions to tart, smoky ones are placed in this group. leather, tobacco, cedar wood, peppery spices, incense, smoky, warm and inviting, sometimes invigorated by a slight splash of citrus.

Fruity Notes



Fruity notes are fresh and invigorating. Main fruity notes include berries and other non-citrus fruits. Fruity notes are often sweet and tart, and very pleasant to wear during hot seasons. Most commonly used fruity notes are peaches, pears, apples, guava, mango and passion fruit.

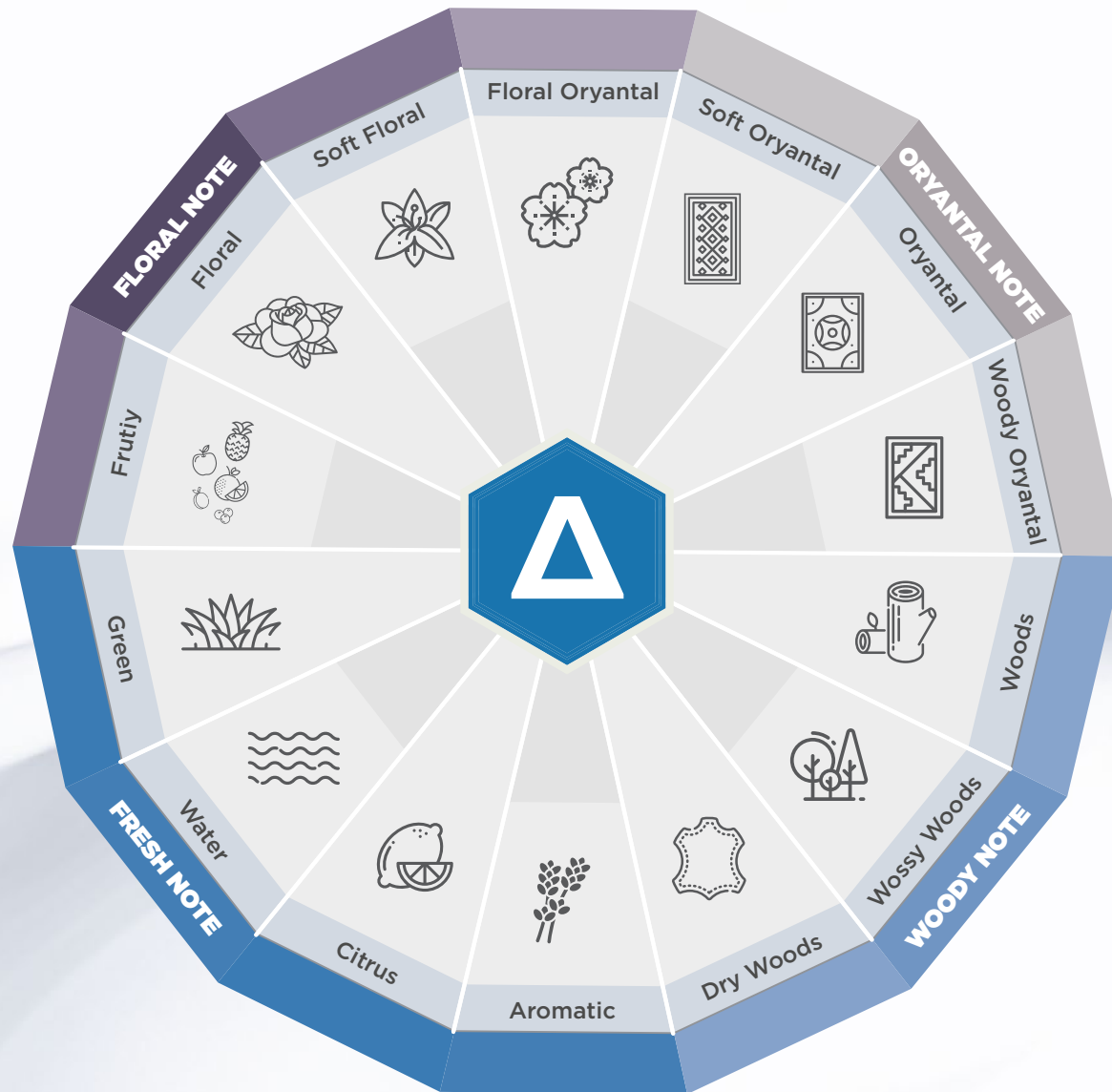
Oriental Notes

Oriental fragrances with dominant amber are placed in a separate group.



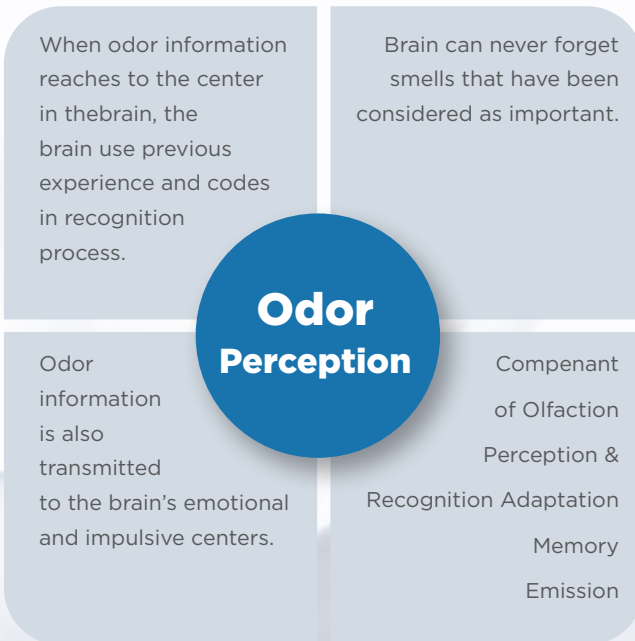
Thanks to their accentuated warmth and sensuality. Their opulent bouquet includes intoxicating and intensive substances such as musk, vanilla, exotic resins and wood, often accompanied with exotic flowers and spices.

World of Fragrances



Understanding Odor Perception

Odor Perception - Biological



Odor Perception- Social Memory



Understanding Consumers and Perception of a Fragrance

Our sense of smell originates from 2 different patches of tissue located in the mucosa of the nose.

As the fragrance molecules are infused into the mucosa, a matching process ensues and the nerve cells send a message to the brain.

The sensitivity of humans to smells and their level of perception are quite high.

The human nose is capable of perceiving the smell of many materials, even if these are diluted millions or trillions even if these are diluted millions or trillions of times.



Fragrance Types

CARPEX PREMIUM
SELECTION



NOBLE GARDEN

TOP NOTE

CITRUS GREEN

Bergomate, Lime, Grass, Herbal
Accord, Mint

MIDDLE NOTE

FLORAL

Rose, Peony, Geranium, Neroli

BASE NOTE

WOODY MUSKY

Cedarwood, Fruity Musk

Fragrance Definition: A scent that is ready to take you to the dreams thanks to floral and green notes. Makes opening with bergamot, lime, grass, mint and herbal notes. Continues with rose, peony, geranium and neroli, finalizes with cedar wood and fruity musks.

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CARPEX PREMIUM
SELECTION



TOP NOTE

FRUITY
Mango, nectarine, blood oranges

MIDDLE NOTE

FRUITY FLORAL
Lotus, star apple, raspberry, water lily

BASE NOTE

MUSKY WOODY
Musk, sandalwood, coconut

CUTE

Fragrance Definition: A floral fruity scent that surrounds you with positive feelings. Commences with mango nectarine and blood orange, than it meets at heart with lotus, raspberry, water lily and apple. It ends with musk, sandalwood and coconut.

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CARPEX PREMIUM
SELECTION



ORIENTAL BLOSSOM

TOP NOTE

FRESH MARINE
Citrus blend, marine notes

MIDDLE NOTE

FLORAL
Geranium, jasmine, lily of the valley

BASE NOTE

MUSKY
Crystalline musk

Fragrance Definition: A fresh and floral scent that you will the effect of the sea. Makes a fresh opening with citrus blends and marine notes. Geranium, jasmine and lily of the valley creates its floral character in the heart, and makes a soft and long lasting ending with crystal musks.

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CARPEX PREMIUM
SELECTION



TOP NOTE

FRESH

Mint, cedar leaves, bergamot,
lemon, nutmeg

MIDDLE NOTE

AROMATIC

Jasmine, orange blossom, ylang-ylang,
basil, juniper, lavender, rosemary, thyme

BASE NOTE

MUSKY MOSSY

Tonka beans, patchouli, vetiver,
cedarwood, oakmoss, sandalwood,
strong musks

BLACK ICE

Fragrance Definition: A scent representing the mystery with aromatic and masculine effect. Starts with fresh and citrus notes, creates an interaction with floral and aromatic notes and finalizes pleasantly with soft, oriental and woody notes.

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CARPEX PREMIUM SELECTION



TOP NOTE

FRESH MARINE
Bergamot, lime, mandarine,
marine notes

MIDDLE NOTE

AROMATIC
Coriander, rosemary

BASE NOTE

AMBERY MUSKY WOODY MOSSY
Amber crystal, cedarwood,
patchouli, oakmoss, white musk

BREEZE

Fragrance Definition: A scent that gives the sense of to be at the southern shores thanks to rich aromatic scents of sea breeze. It has fresh and sea breezes at peak notes, continues with aromatic effect and ends with woody and musky notes.

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CARPEX PREMIUM
SELECTION



CHARMING FLORALS

Fragrance Definition: Keeps energetic with bergamot and pineapple notes. Finalizes with fascinating effect of blend of rose and geranium and the musk.

TOP NOTE

CITRUS FRUITY
Bergamot, pineapple

MIDDLE NOTE

FLORAL
Rose, geranium

BASE NOTE

MUSKY
Musk

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CARPEX PREMIUM
SELECTION



TOP NOTE

CITRUS FRUITY AROMATIC
Bergamot, lemon, pineapple, lavender

MIDDLE NOTE

SPICY FLORAL
Clove bud, orchid, lily, rose, gardenia

BASE NOTE

ORIENTAL WOODY MUSKY
Tonka bean, vanilla, cedarwood,
sandalwood, powdery musk

CLEAN OZONIC

Fragrance Definition: An aromatic scent that gives the feeling of sophistication and refreshment. Makes a fresh entrance with bergamot, lemon, pineapple and lavender as upper notes. Floral mid notes make their presence felt with clove, orchid, lily and gardenia. It ends with woody and powder musk notes.

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CARPEX PREMIUM
SELECTION



TOP NOTE

FRESH
Mandarin vert, black currant, airy-ozonic notes

MIDDLE NOTE

FLORAL SPICY
Violet, gardenia, jasmine, rose notes,
ylang-ylang, pink pepper, anise

BASE NOTE

AMBERY WOODY
Amber, cedarwood

CRISTAL CRIPTO

Fragrance Definition: It has a natural opening that gives the sense of green, fresh, oxygen, outdoor clear air to us. Starts with energetic green mandarin and ozonic notes. Spicy notes make their presence felt while it continues with violet, gardenia, jasmine, rose and ylang-ylang, and ends with the warmth of amber and sandalwood.

C A R P E X

THE POWER of PERFECTION

CARPEX PREMIUM
SELECTION



TOP NOTE

FRESH FRUITY
Blackcurrant, citron, grapefruit

MIDDLE NOTE

FLORAL
Rose, jasmine

BASE NOTE

MUSSY WOODY SWEET
Patchouli, oakmoss, woody notes, vanillin

CRISTAL ORIGINALS

Fragrance Definition: A scent that has a relaxing effect thanks to perfect blend of fruity, floral and aromatic notes. Makes a fresh and fruity opening, continues with rose and jasmine as mid notes and ends with warm effect of sweet and woody notes.

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CARPEX PREMIUM
SELECTION



TOP NOTE

FRUITY FRESH GREEN
Currant, cucumber, green notes

MIDDLE NOTE

FLORAL
Jasmine, muguet, rose, smoky

BASE NOTE

ORIENTAL MUSKY
Woody notes, patchouli, musk

ENDLESS LOVE

Fragrance Definition: Makes you feel the freshness of nature with enriched floral notes. Makes opening with fresh and green notes, and the richness is felt with rose, jasmine and lily of the valley as middle notes. And ends with woody and musky notes.

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CARPEX PREMIUM
SELECTION



TOP NOTE

GREEN FRUITY

Herbal notes, bergamot, lemon, orange, grapefruit

MIDDLE NOTE

FRESH FLORAL SPICY

Eucalyptus, ozonic, ginger, orchid, rose, violet

BASE NOTE

WOODY MUSKY

Labdanum, ambergris, sandalwood, powdery cocktail of musks

GINGER FLOWERS

Fragrance Definition: Keeps you always fit with herbal and citrus notes and gives you the sense of detox. Having a fresh start, Ginger Flowers continues with orchid, rose and violet middle tones and makes a pleasant close with a strong amber and sandalwood.

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CARPEX PREMIUM
SELECTION



TOP NOTE

FRUITY

Bergamot, grapefruit, grass

MIDDLE NOTE

FLORAL

Saffron, coconut, woody tones,
jasmine, violet

BASE NOTE

WOODY AMBERY

Oakmoss, amber, vanilla, leather, sugar,
vetiver, sandalwood, suede, cashmirwood

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HORIZON

Fragrance Definition: A scent having strong effect that you will feel the freshness with bergamot, grapefruit and grass. It blends saffron, coconut, jasmine and violet woody notes as mid notes. It ends with vanilla, sugar, oakmoss, amber and woody notes at deeper notes.

CARPEX PREMIUM
SELECTION



TOP NOTE

FRESH
Marine notes, herbal notes

MIDDLE NOTE

FLORAL
Lavender, white flowers

BASE NOTE

MUSKY WOODY
Woody notes, musk

MARINE LIFE

Fragrance Definition: A unique scent having exquisite combination of flowery and marine notes. Makes an effective beginning with fresh marine notes, it has white flowers in mid notes and it makes finale with woody notes.

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CARPEX PREMIUM
SELECTION



TOP NOTE

FRESH FLORAL
Eucalyptus, lavender, gardenia

ORTA NOTA

ORIENTAL FLORAL
Tonka, lavender, herbal notes

ALT NOTA

FLORAL WOODY AMBERY
Lavender, gardenia, tonka, vanilla,
cedarwood, amber

ODOUR TERMINATOR

Fragrance Definition: Creates an enriched sweet effect thanks to aromatic and floral notes. Gives freshness with eucalyptus, lavender and floral introduction, continues with tonka and herbal notes, combines with vanilla and ends with woody notes.

C A R P E X

THE POWER of PERFECTION

CARPEX PREMIUM
SELECTION



SOFT TOUCH

TOP NOTE

FRESH FRUITY
Galbanum, bergamot, lemon, lime, orange

MIDDLE NOTE

FLORAL
Lavender, coriander, geranium, rose,
jasmine, orange blossom

BASE NOTE

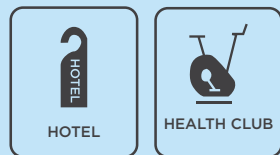
WOODY
Tonka beans, amber, sandalwood, cedarwood,
pine, cleaning notes, strong musks

Fragrance Definition: Makes a soft touch to the environment thanks to its clean notes and relaxing effect. It has a fresh introduction with bergamot and lemon, continues with floral notes such as lavender and rose as mid notes and makes a pleasant finale with strong musks, cleaning notes and sandalwood.

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CARPEX PREMIUM
SELECTION



SPORTS STYLE

TOP NOTE

FRESH

Citron, blood oranges, fir resin

MIDDLE NOTE

SPICY FLORAL

Cardamome, rosemary, rose, jasmine,
lily of the valley

BASE NOTE

MUSKY MOSSY

Oakmoss, rich musks, vetiver, rosewood

Fragrance Definition:

A scent having marginal effect thanks to mystical, aromatic and spicy notes.

Makes a fresh opening, becomes an inspiration for your adventure you will go with rose, jasmine and lily and ends with rich musks.

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Odorization Devices

A1 Eco



A1 Plus



A1 Pro 900



E1 Plus



E2 Power Eco



E2 Power Plus



CARPEX



Auramax Pro 1200W

CARPEX



Smart Pro Diffuser

CARPEX



Micro Diffuser

CARPEX



Classic Air Freshener Dispenser

CARPEX



Digital Air Freshener Dispenser

CARPEX



Pro 1200L

CARPEX



Pro 1200S

CARPEX



A2 Plus

CARPEX



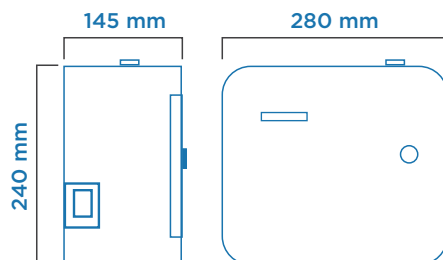
Pro 6000

CARPEX



A1 Eco Aroma diffuser

Dimensions



Compatible Cartridge



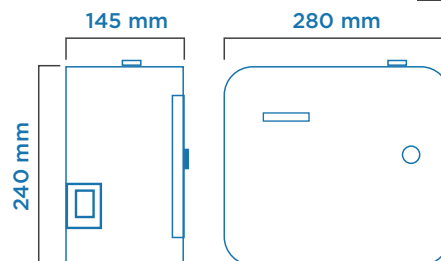
Volume
220 or 450 ml

Type	Eco
Item No	921030
Barkode	8697461914209
Colour	White
Plastic Material	PP
Mounting Type	Wall mount or used on a flat surface
Packaging Dimensions* (mm)	330 (l) x 158 (w) x 304 (h)
Gross Weight (kg)	3,11
Net Weight (kg)	2,65
Coverage (m3)	Up to 900
Aroma Cartridge Volume (ml)	220 and 450
Operation	24 hours or with daylight only and Adjustable diffusion level
Power (W)	< 20
Power supply	220 - 240 V / 50 - 60 Hz
Case Quantity (pcs.)	1

*Dimensions: l: Length, w: Width, h: Height

A1 Plus Aroma diffuser

Dimensions



Compatible Cartridge



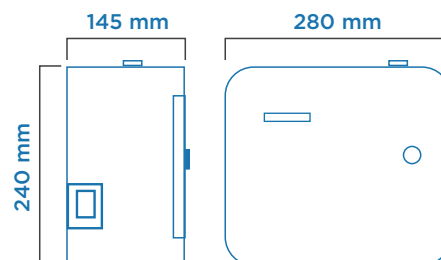
Volume
220 or 450 ml

Type	Plus
Item No	921010
Barkode	8697461911635
Colour	White
Plastic Material	PP
Mounting Type	Wall mount or used on a flat surface
Packaging Dimensions* (mm)	330 (l) x 158 (w) x 304 (h)
Gross Weight (kg)	3,33
Net Weight (kg)	2,60
Coverage (m ³)	Up to 900
Aroma Cartridge Volume (ml)	220 and 450
Operation	Digital display with twenty-four hour clock, Adjustable starting and stopping times Adjustable diffusion and stand by intervals, Weekend On/Off function
Power (W)	< 20
Power supply	220 - 240 V / 50 - 60 Hz
Case Quantity (pcs.)	1

*Dimensions: l: Length, w: Width, h: Height

A1 Pro 900 Aroma diffuser

Dimensions



Compatible Cartridge



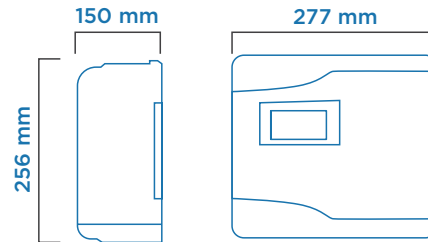
Volume
220 or 450 ml

Type	Pro 900
Item No	921110
Barkode	8697461915244
Colour	White
Plastic Material	PP
Mounting Type	Wall mount or used on a flat surface
Packaging Dimensions* (mm)	330 (l) x 158 (w) x 304 (h)
Gross Weight (kg)	3,22
Net Weight (kg)	2,57
Coverage (m ³)	Up to 900
Aroma Cartridge Volume (ml)	220 and 450
Operation	Digital display with twenty-four hour clock, Adjustable starting and stopping times Adjustable diffusion and stand by intervals, Weekend On/Off function Stand by option at any selected day of the week
Power (W)	< 20
Power supply	220 - 240 V / 50 - 60 Hz
Case Quantity (pcs.)	1

*Dimensions: l: Length, w: Width, h: Height

E1 Plus Aroma diffuser

Dimensions



Compatible Cartridge



White



Black & White

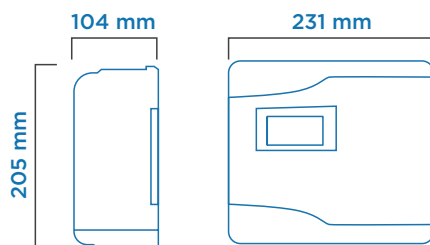


Volume
220 ml

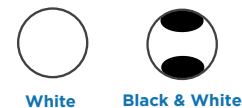
Type	Plus	
Item No	921050	
Barkode	8697461915183	8697461913004
Colour	White	Black and White
Plastic Material	PP	
Mounting Type	Wall mount or used on a flat surface	
Packaging Dimensions* (mm)	302 (l) x 160 (w) x 283 (h)	
Gross Weight (kg)	2,70	
Net Weight (kg)	2,22	
Coverage (m3)	Up to 900	
Aroma Cartridge Volume (ml)	220	
Operation	Digital display with twenty-four hour clock, Adjustable starting and stopping times Adjustable diffusion and stand by intervals, Weekend On/Off function	
Power (W)	< 20	
Power supply	220 - 240 V / 50 - 60 Hz	
Case Quantity (pcs.)	1	

*Dimensions: l: Length, w: Width, h: Height

Dimensions



Compatible Cartridge

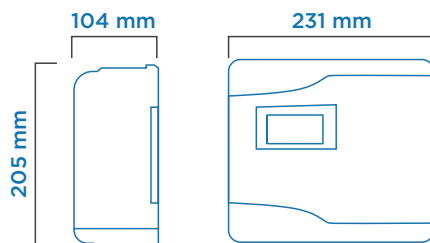


Volume
125 ml

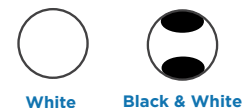
Type	Power Eco	
Item No	921170	
Barkode	8697461916371	8697461916401
Colour	White	Black and White
Plastic Material	PP	
Mounting Type	Wall mount or used on a flat surface	
Packaging Dimensions* (mm)	262 (l) x 118 (w) x 231 (h)	
Gross Weight (kg)	1,33	
Net Weight (kg)	1,12	
Coverage (m ³)	Up to 450	
Aroma Cartridge Volume (ml)	125	
Operation	24 hours or with daylight only, Adjustable diffusion level	
Power (W)	5	
Power supply	220 - 240 V / 50 - 60 Hz	
Case Quantity (pcs.)	1	

*Dimensions: l: Length, w: Width, h: Height

Dimensions



Compatible Cartridge



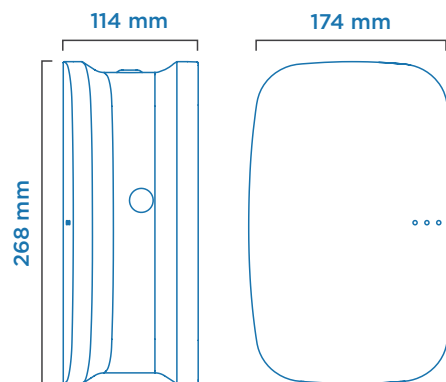
Volume
125 ml

Type	Power Plus	
Item No	921180	
Barkode	8697461916395	8697461916388
Colour	White	Black and White
Plastic Material	PP	
Mounting Type	Wall mount or used on a flat surface	
Packaging Dimensions* (mm)	262 (l) x 118 (w) x 231 (h)	
Gross Weight (kg)	1,39	
Net Weight (kg)	1,13	
Coverage (m3)	Up to 450	
Aroma Cartridge Volume (ml)	125	
Operation	Digital display with twenty-four hour clock, Adjustable starting and stopping times Adjustable diffusion and stand by intervals, Weekend On/Off function	
Power (W)	5	
Power supply	220 - 240 V / 50 - 60 Hz	
Case Quantity (pcs.)	1	

*Dimensions: l: Length, w: Width, h: Height

Smart Pro diffuser

Dimensions



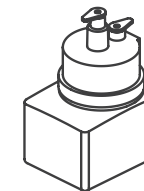
Compatible Cartridge



White



Black



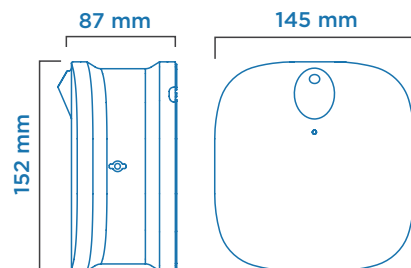
Volume
50 ml

Type	Pro	
Item No	921220	
Barkode	8697461916975	8697461916999
Colour	White	Black
Plastic Material	PP	
Mounting Type	Wall mount or used on a flat surface	
Packaging Dimensions* (mm)	240 (l) x 140 (w) x 333 (h)	
Gross Weight (kg)	1,45	
Net Weight (kg)	1,70	
Coverage (m ³)	Up to 450	
Aroma Cartridge Volume (ml)	180	
Operation	Programmable., With Aroma Oils ID System., Adjustable odorizing settings	
Power (W)	5	
Power supply	220 - 240 V AC 50/60 Hz	
Case Quantity (pcs.)	1	

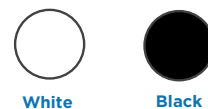
*Dimensions: l: Length, w: Width, h: Height

Micro diffuser

Dimensions



Compatible Cartridge

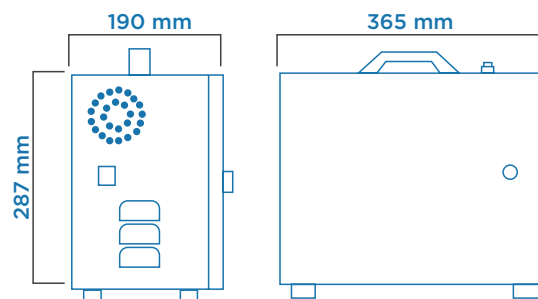


Volume
50 ml

Type	BASIC	
Item No	921240	
Barkode	8697461916951	8697461916968
Colour	White	Black
Plastic Material	PP	
Mounting Type	Wall mount or used on a flat surface	
Packaging Dimensions* (mm)	385 (l) x 265 (w) x 355 (h)	
Gross Weight (kg)	0,61	
Net Weight (kg)	0,33	
Coverage (m ³)	Up to 200	
Aroma Cartridge Volume (ml)	50	
Operation	24 hour work and adjustable diffusion level	
Power (W)	7	
Power supply	USB 5V or Alkaline LR6 AA Size Batteries (4 pcs.)	
Case Quantity (pcs.)	6	

*Dimensions: l: Length, w: Width, h: Height

Dimensions



Compatible Cartridge

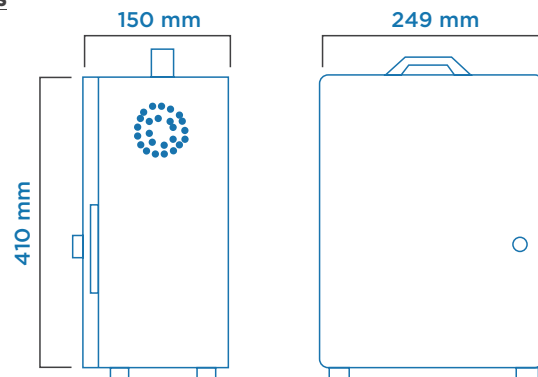


Type	Pro 900
Item No	921040
Barkode	8697461913110
Colour	Blue
Material	Metal case
Mounting Type	Wall mount or used on a flat surface
Packaging Dimensions* (mm)	390 (l) x 230 (w) x 386 (h)
Gross Weight (kg)	7,81
Net Weight (kg)	6,66
Coverage (m ³)	Up to 6000
Aroma Cartridge Volume (ml)	900
Operation	Digital display with twenty-four hour clock, Adjustable starting and stopping times Adjustable diffusion and stand by intervals, Weekend On/Off function
Power (W)	< 90
Power supply	220 - 240 V / 50 - 60 Hz
Case Quantity (pcs.)	1

*Dimensions: l: Length, w: Width, h: Height

Auramax Pro 6000

Dimensions



Compatible Cartridge



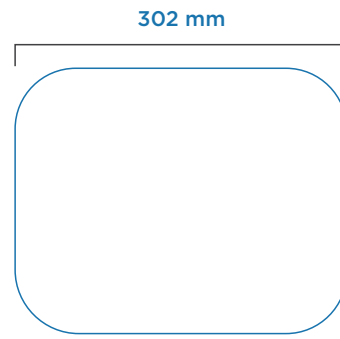
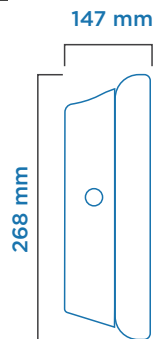
Volume
1000 ml

Type	Pro 6000
Item No	921160
Barkode	8697461916012
Colour	White
Material	Plastic Case (Including new metal box for the refill)
Mounting Type	Wall mount or used on a flat surface
Packaging Dimensions* (mm)	185 (l) x 300 (w) x 445 (h)
Gross Weight (kg)	5,43
Net Weight (kg)	4,40
Coverage (m ³)	Up to 6000
Aroma Cartridge Volume (ml)	1000
Operation	Digital display with twenty-four hour clock, Adjustable starting and stopping times Adjustable diffusion and stand by intervals, Weekend On/Off function
Power (W)	< 90
Power supply	220 - 240 V / 50 - 60 Hz
Case Quantity (pcs.)	1

*Dimensions: l: Length, w: Width, h: Height

Auramax Pro 1200W

Dimensions



Compatible Cartridge

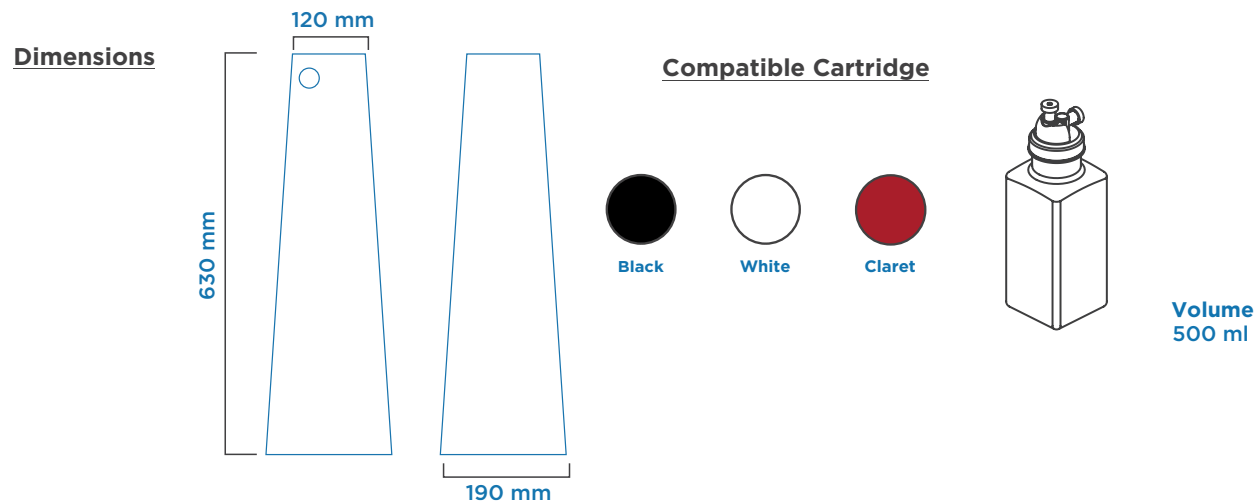


Volume
500 ml

Type	Pro 1200W
Item No	921190
Barkode	8697461916760
Colour	White
Plastic Material	PP
Mounting Type	Wall mount
Packaging Dimensions* (mm)	305 (l) x 158 (w) x 330 (h)
Gross Weight (kg)	3,10
Net Weight (kg)	2,60
Coverage (m ³)	Up to 1200
Aroma Cartridge Volume (ml)	500
Operation	Digital display with twenty-four hour clock, Adjustable starting and stopping times Adjustable diffusion and stand by intervals, Weekend On/Off function
Power (W)	< 20
Power supply	220 - 240 V / 50 - 60 Hz
Case Quantity (pcs.)	1

*Dimensions: l: Length, w: Width, h: Height

Auramax Pro 1200L

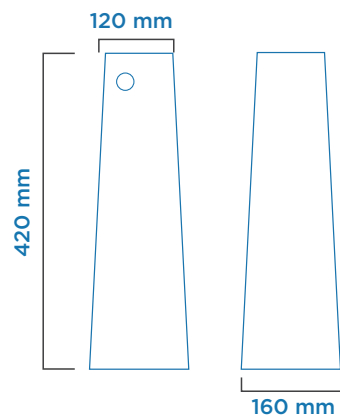


Type	Pro 1200L		
Item No	921150		
Barkode	8697461917095	8697461916463	8697461917101
Colour	Black	White	Claret
Material	MDF		
Mounting Type	Used on a flat surface		
Packaging Dimensions* (mm)	210(l) x 220(w) x 678(h)		
Gross Weight (kg)	5,0		
Net Weight (kg)	4,6		
Coverage (m ³)	Up to 1200		
Aroma Cartridge Volume (ml)	500		
Operation	Digital display with twenty-four hour clock, Adjustable starting and stopping times Adjustable diffusion and stand by intervals, Weekend On/Off function		
Power (W)	< 20		
Power supply	220 - 240 V / 50 - 60 Hz		
Case Quantity (pcs.)	1		

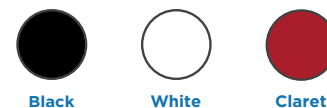
*Dimensions: l: Length, w: Width, h: Height

Auramax Pro 1200S

Dimensions



Compatible Cartridge



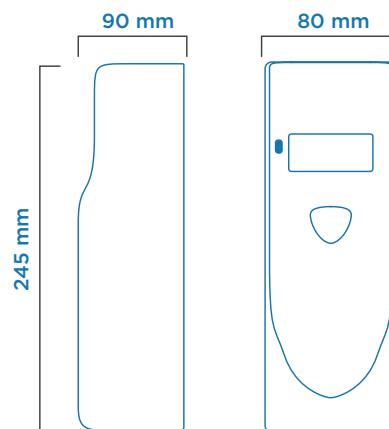
Volume
500 ml

Type	Pro 1200S		
Item No	921130		
Barkode	8697461917118	8697461916753	8697461917125
Colour	Black	White	Claret
Material	MDF		
Mounting Type	Used on a flat surface		
Packaging Dimensions* (mm)	185 (l) x 195 (w) x 470 (h)		
Gross Weight (kg)	4,0		
Net Weight (kg)	3,54		
Coverage (m ³)	Up to 1200		
Aroma Cartridge Volume (ml)	500		
Operation	Digital display with twenty-four hour clock, Adjustable starting and stopping times Adjustable diffusion and stand by intervals, Weekend On/Off function		
Power (W)	< 20		
Power supply	220 - 240 V / 50 - 60 Hz		
Case Quantity (pcs.)	1		

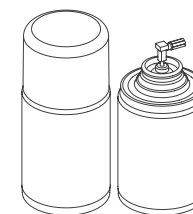
*Dimensions: l: Length, w: Width, h: Height

Digital air freshener dispenser

Dimensions



Compatible Cartridge



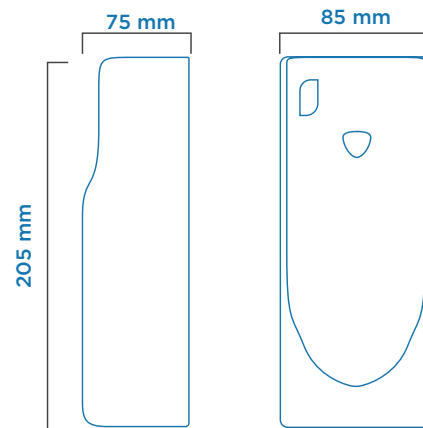
Hacim
250 ml

Type	Classic	Digital
Item No	920083	920093
Barkode	8697461910355	8697461970076
Colour	White	
Plastic Material	ABS	
Mounting Type	Wall mount or used on a flat surface	
Packaging Dimensions* (mm)	96 (l) x 80 (w) x 210 (h)	100 (l) x 87 (w) x 247 (h)
Gross Weight (kg)	0,37	0,51
Net Weight (kg)	0,32	0,44
Aroma Cartridge Volume (ml)	250	
Operation	7,5 / 15 / 30 min. (optional) Adjustable spray intervals Photocell function (Only day time or 24 hours operation)	Timer with adjustable settings Adjustable starting and stopping times Adjustable spray intervals Weekend On/Off function or 7 days operation
Power supply	Alkaline LR6 AA Size Batteries (2 pcs.)	Alkaline LR20 D Size Batteries (2 pcs.)
Case Quantity (pcs.)	12	

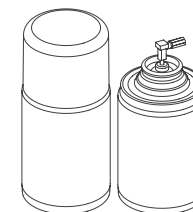
*Dimensions: l: Length, w: Width, h: Height

Classic air freshener dispenser

Dimensions



Compatible Cartridge



Hacim
250 ml

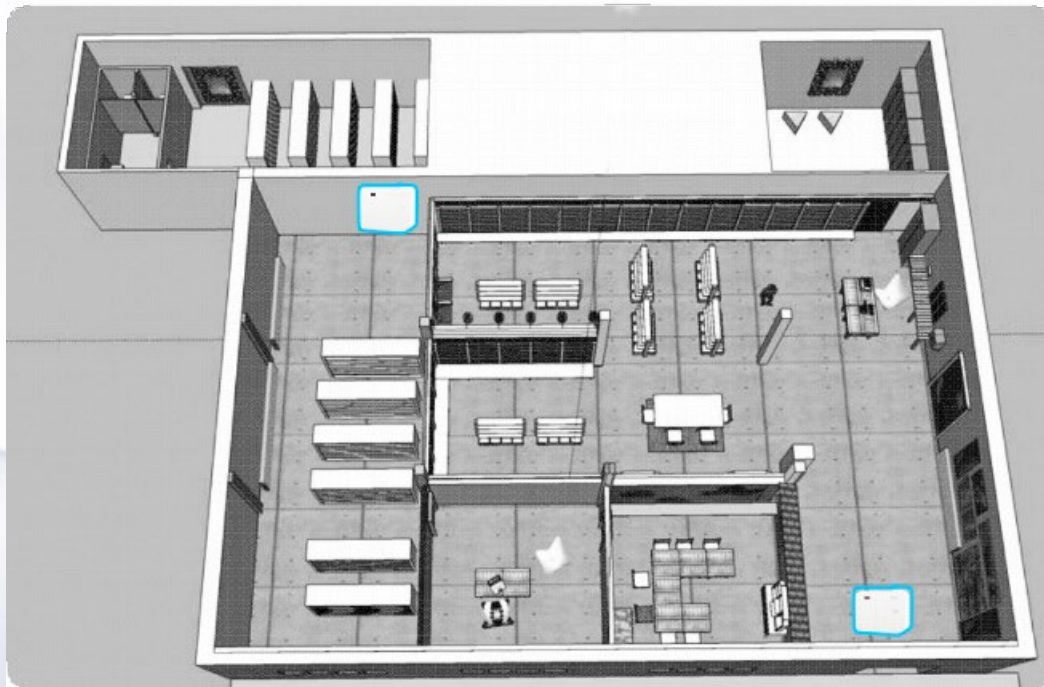
Type	Classic	Digital
Item No	920083	920093
Barkode	8697461910355	8697461970076
Colour	White	
Plastic Material	ABS	
Mounting Type	Wall mount or used on a flat surface	
Packaging Dimensions* (mm)	96 (l) x 80 (w) x 210 (h)	100 (l) x 87 (w) x 247 (h)
Gross Weight (kg)	0,37	0,51
Net Weight (kg)	0,32	0,44
Aroma Cartridge Volume (ml)	250	
Operation	7,5 / 15 / 30 min. (optional) Adjustable spray intervals Photocell function (Only day time or 24 hours operation)	Timer with adjustable settings Adjustable starting and stopping times Adjustable spray intervals Weekend On/Off function or 7 days operation
Power supply	Alkaline LR6 AA Size Batteries (2 pcs.)	Alkaline LR20 D Size Batteries (2 pcs.)
Case Quantity (pcs.)	12	

*Dimensions: l: Length, w: Width, h: Height



Positioning of Odorization Devices

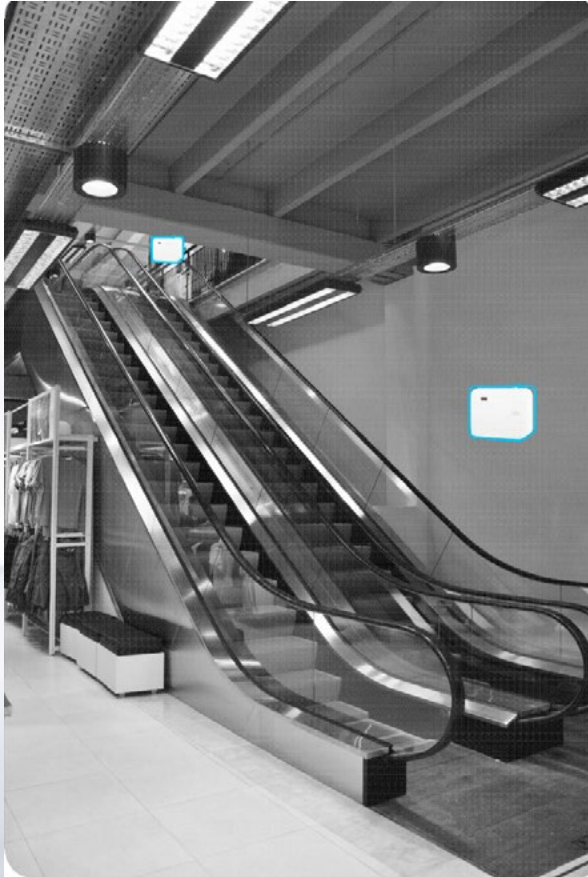
Positioning of Odorization Devices



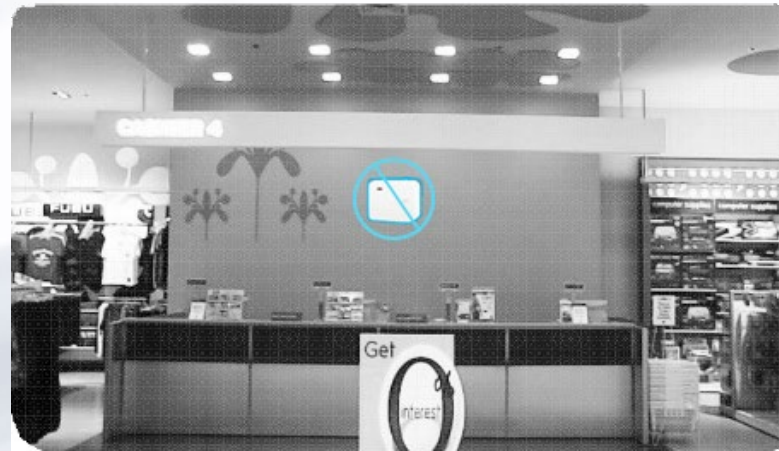
Placement of device in a store of 900m³

If the store's partitions are numerous, it will be proper to consider the perfuming impact area of the device as 600m³ and to realize the installations at common passages for the efficiency of odor.

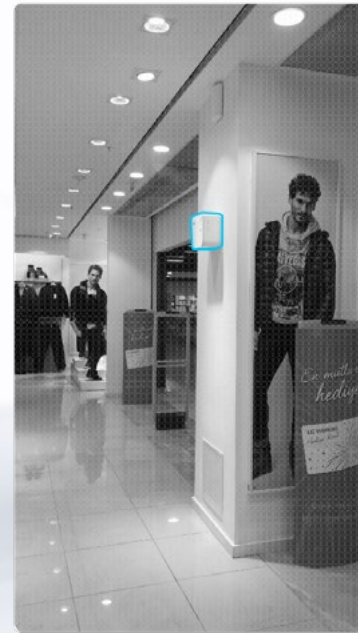
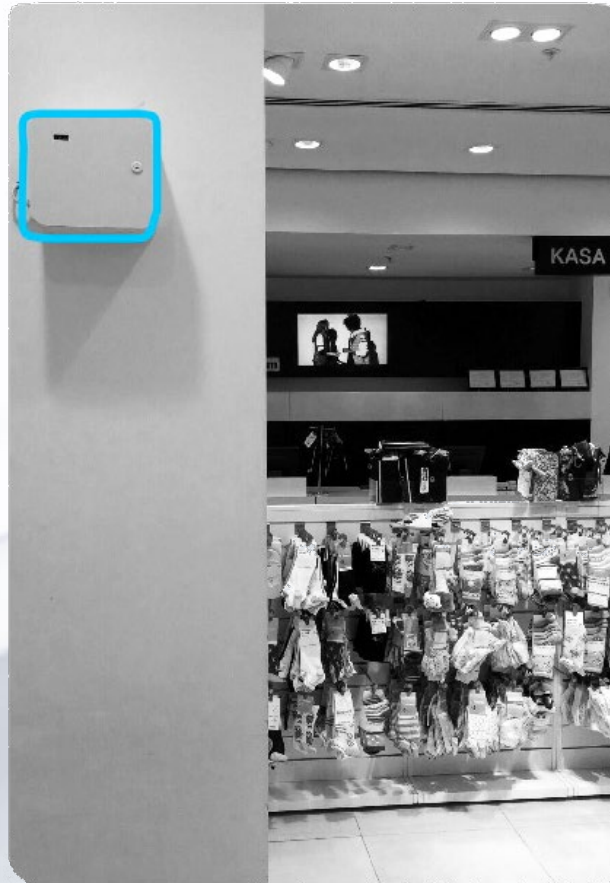
Work Place



If there is an escalator at store, it will be suitable to make an installation at the entrance and exit of escalator.



It is not suitable to perform an installation at a point close to personnel's workspace.



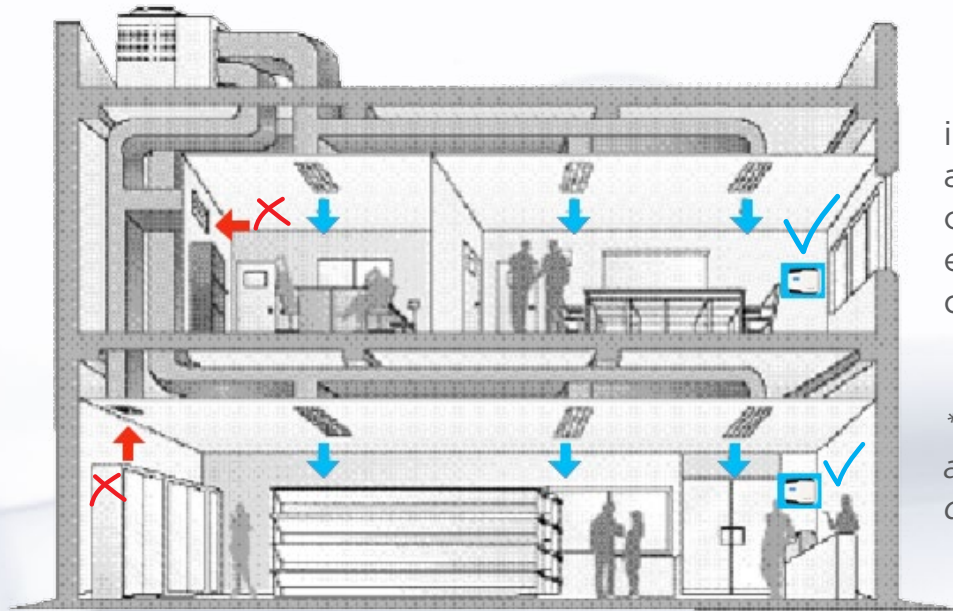
It is important to install at locations where air flow exists at store's entrances and exits. Otherwise, distribution of odor will not be possible.



Having the height of assembly as 2.20m will both prevent the direct inhalation of odor and facilitate the change of cartridge and maintenance of device.
An installation with a distance of 50 cm in between the ceiling and device is suitable. (*depending of the height of ceiling*)



At areas where restaurant, dining hall and open food products are available, it will be suitable to install one device per 900m³ in order to keep the intensity of odor lower as seen in the pictures.



✓ The device must be positioned so that it is not directly under the air blowing vent of the air conditioner for purposes of ensuring homogenic fragrance distribution in the environment.

*** Installation must be made to avoid disruption in the interior decoration.*

✗ The fragrance does not linger long in the environment due to the air being sucked out. Not suitable for the positioning of the device.



**Air Freshener
Fragrance**

Carpex Air Freshener

Fragrance Types

- Ocean
- Flora
- Magic
- Lily
- Vanilla
- Spring Flowers
- Anti Tobacco
- Anti Stress
- Odour Free
- Amber Rose
- Exotic
- Country Fresh
- Lavender
- Citrus Blossom
- Coffee
- White Jasmine
- Cool Rive
- Black Ice
- Paradise



Fragrance is one of the determining factors of whether you are comfortable and peaceful in an environment. Aromatic fragrance sprays ensure that the air in your environment is refreshed and smells clean.

Digispray Digital Aromatic Fragrance Dispenser 100 m3

250 ml per spray Spraying frequency adjustable between 1-60 minutes; operates for **30 days** at 7 minute spraying intervals and **60 days** at 15 minute spraying intervals. **2500** pushes available in manual use.

Odor Eliminator



TOILET / BATHROOM

Eliminates the smell caused by fungi, bacteria, fermentation and germs in enclosed spaces, especially in bathrooms, and ensures a hygienic environment. This product is offered in two different sizes of 250 and 500 ml.



CIGARETTES / CIGARS

They are effective in eliminating bad odors in enclosed indoor spaces subjected to unpleasant smells, in particular the smells of cigarettes and cigars. It is ideal for a fragrance free environment. This product is offered in two different sizes of 250 and 500 ml.



MEAT / FISH

Effective in enclosed spaces subjected to unpleasant odors, in particular the smells of frying fish, meat and cooking meals in kitchens. This product is offered in two different sizes of 250 and 500 ml.

Fragrance is one of the determining factors of whether you are comfortable and peaceful in an environment. CarpeX OdourX products are effective in eliminating unpleasant odors if you are suffering from bad odors in your environment.

The background features a large, white, three-dimensional pyramid shape in the center. Inside the pyramid, there are vibrant, swirling patterns in shades of blue, purple, and pink, resembling marbled paper or liquid. The overall background is a soft, light blue with subtle, flowing patterns that create a sense of depth and movement.

Odorization Project Management and Processes

What is Odorization?

Fragrance is a communication tool intended for a brand in odor form.
Odorization is the most significant innovation utilized in recent years intended to address all our 5 senses.

Brand Name - Auditory Sense / Eyesight

Brand Logo - Eyesight

Brand Advertisement - Auditory Sense / Eyesight

Product - Sense of Touch / Sense of Taste

Brand Fragrance - Sense of Smell

The Value Odorization Adds to the Brand

Fragrance can trigger happy associations in our customers' memories.

They can also increase employee efficiency and make them feel better.

When your customers are influenced by the fragrance, they differentiate your brand and they remember it.

Fragrance association enhances customer loyalty and satisfaction.

Your brand value increases.

As well as your sales.

Perceptions and Marketing Expenses

Perception	Priority in Consumer's Perception	Fund Reserved in Marketing Budget of Fortune 500 Companies
VISUAL	%58	%84
AUDITORY	%41	%12
SMELLING	%45	%2
TEACHING	%25	%1
TASTING	%31	%1

* Source: Brandsense Agency

Places where Odorization is Used?

- Shopping Centers Stores
- Hotels
- Spas
- Sports Centers
- Banks
- Hospitals and Clinics
- Offices
- Movie Theatres
- Transportation Vehicles
- Cafes and Restaurants

The Fields in Which Odorization Is not Advised.

- Pediatrics Clinics
- Day Care Centers
- Restaurant Kitchens
- Hospital Patient Rooms
- Places of work in close proximity to equipment
- Food Product Stands out in the Open

Brief Details of the Odorization Project

Receiving a briefing is one of the most important stages of the project.

Understanding customers and determining their requirements and expectations is the first step in achieving success.

When receiving a briefing, it is important to ask the right questions. What is important is not the number but the relevance of the questions.

After obtaining a detailed and effective brief, the **CONCEPT and ROAD MAP** for the project are set out.

A clear understanding of the expectations

Specifications of the Area / Location to be Used

Definition of the Target Audience

The Mission and Vision of the Institution

Institutional Image

Advertisements of the Institution

Institutional Slogan / Communication Messages

The Message you want to send

Emotions You want to convey

Odorization Decision Mechanism I

The decision mechanism must be carefully analyzed where selection of a scent is concerned.

The information as to whether the decision is to be approved by the owner of the company or a high ranking officer is very important.

Due to the fact that the scent is perceived subjectively, it is important to discuss the matter with and obtain the opinions of the person/persons who has/have the final decision making authority.

Odorization Decision Mechanism II

In choosing a fragrance, studies and consultancy services other than the selection committee are used.

Conducting surveys and research studies in the final decision making stage is important in terms of ensuring objectivity of the process.

In addition to the surveys that mostly provide numerical information, oral studies conducted carry importance in understanding the sentiments and thoughts of the consumers.

(Milward Brown)

Important Notes Regarding Odorization

It is necessary to learn and understand the tastes of persons involved in the decision making process.

The trials regarding a fragrance must always start from the lowest level. Later on, a gradual move up the ladder must be ensured.

A balanced level of fragrance must be achieved in the environment. It is a disadvantage to have intense or barely noticeable fragrances in the environment. It is optimal to achieve a satisfactory balance.



Thank You



carpex.com.tr

C Δ R P E X

THE POWER *of* PERFECTION