

Unleashing the amazing power of scent— The art and science of market differentiation

You know it as Scratch-N-Sniff.

Scented marketing, or adding a scent to marketing materials and packaging, is not a fad or a gimmick. It's a real, scientifically supported differentiator that is worth serious consideration. Adding scent multiplies the power of your marketing touches by grabbing attention and creating or highlighting a distinct, memorable and impactful difference between your company/brand and your competition. The Ronald T. Dodge Company is a premier supplier of scented inks that support the printing, flexible packaging, marketing and advertising industries. We know how to unleash the power of scent.



Where Message and Emotion Intersect

The science behind scent marketing. Bottom-line, Scent sells. Smell, emotions and memory have a strong connection; 75 percent of human emotions are linked to scents. And studies indicate consumers remember smell for a significantly longer period of time than visual recall. Tying your brand message to a scent delivers a powerful, long-lasting marketing impact.



How Can I Use Scent Marketing?

Scratch-N-Sniff scented ink, can be incorporated into virtually any printed marketing piece or packaging material. A few ideas include:

- Sales and marketing collateral
- Promotional mailers and advertising
- Magazine inserts
- Labels and packaging
- Trade show/conference exhibits
- Wrapping paper
- Scratch-off promotions and Lottery cards
- Credit cards and billing inserts

You think of it and we'll help you figure it out!



What Makes a True Scented Ink?

It's the encapsulation process that matters in scented inks. Scented inks are not created by simply mixing fragrance oil and water together. They are chemically-engineered by lab technicians and an experienced production team. Each order is custom created to work for your specific application. Precise encapsulation of fragrance oil is necessary to ensure:

- Compatibility with the substrate
- Appropriate scent release level at the desired time
- Accurate scent rendition, that is, the scent you want to convey



Can I Work With My Current Printers?

Yes. The flexographic, offset and screen printers who currently print your marketing materials, labels or packaging can use our scented inks. Our products are press-ready and easy to work with in the pressroom; no complicated make-ready or clean-up. And they work well with a variety of substrates.

Printer technical support is available to assist printers in preparing and running scented products. (Visit Technical Information on our web site)



We serve printers of any size. Delivery is available to points around the globe.



Why Ronald T. Dodge?

We do this every day.

Ronald T. Dodge is the scented ink manufacturer that produces high-quality, reliable and consistent scent solutions for demanding partners who expect the best out of their marketing campaigns and packaging designs. We're the choice for discerning customers who understand when it comes to impactful scent marketing, there are no short-cuts.

Customers choose Ronald T. Dodge for our:

- Focus on scented inks
- Commitment to being a trusted partner to the customers and markets we serve
- Promise to provide prompt, nimble and responsive customer service and support
- High-quality and highly-reliable products
- Chemistry expertise, applications know how, superior lab and manufacturing capabilities, experience and industry knowledge
- Skill in guiding your project from concept to market execution

Founded in 1979, the Ronald T. Dodge Company is a recognized leader in the innovative art and science of microencapsulation and controlled release technologies. The expertise we've built over the years is focused on scented ink manufacturing. It's the core of what we do, every day.

We'd love to talk with you about your ideas on how scent marketing can make your brand standout!

Contact Ronald T. Dodge at sales@RTDodge.com or phone us at 937-439-4497

Our quality management system is registered by:



*The art & science of
scented ink encapsulation*

