

Aroma-Can®

Scented Desiccant Canisters

Purpose

To enhance the desirability of nutritional and pharmaceutical products by adding a pleasant scent to product packaging.

What are they?

Aroma-Can® canisters, modeled after Süd-Chemie's industry-leading desiccant canisters, employ aroma technology, that can add an aromatic sensory experience to product packaging. Our technology incorporates food grade flavors, for example lemon, orange, vanilla, mint or chocolate, directly into a canister. Aroma-Can is manufactured with Generally Recognized as Safe (GRAS) materials and complies with FDA regulations for contact with food and drugs.

Why use them?

The demand for "active" packaging, or packaging that interacts with the customer, is growing rapidly. Smell is a very strong sense and can enhance – or detract – from the experience of using a product or the decision to make a repeat purchase. Because products such as fish oil tablets, herbal supplements and other products often emit odors that are unpleasant or unappealing to end users, the presence of a favorable scent within the product packaging can dramatically increase their consumer appeal. Aroma-Can can also help manufacturers enhance the marketability of odorless products, such as Vitamin C or aspirin, allowing them to gain a competitive edge.

Signature aromas can be trademarked, re-enforcing brand recognition and extending brand loyalty of pharmaceutical products. The same size as Süd-Chemie's desiccant canisters, Aroma-Can can be inserted at the same high rates of speed on standard desiccant insertion equipment.

Available configurations

Scented canisters are available in one-gram sizes in standard scents such as lemon and orange. Customizable signature aromas of virtually any scent can be developed exclusively for brand owners. Aroma-Can is available as either desiccating and non-desiccating. Aroma packaging solutions or components such as desiccant stoppers can be developed per customer requirements.



Aroma-Can® scented canisters are available in a variety of flavors to enhance product appeal and brand loyalty.

Key Advantages

- Add pleasant aroma to product packaging, masking unwanted odors or enhancing product appeal
- A variety of standard aromas are available, and special flavors can be customized and trademarked
- Available as desiccating or non-desiccating

Aroma-Can

The Power of Aroma

Smell is known to travel directly from olfactory nerves in the nose directly to the limbic system in the brain, which controls memory function. Thus, there is a strong correlation between the sense of smell and memory.

This sense also applies to brand appeal, as consumers are apt to recall the smell of a product, good or bad. With Aroma-Can, packagers can provide a more pleasant aroma experience each time the customer opens their pharmaceutical or nutritional bottle, facilitating stronger brand recall and loyalty.

