



INTRODUCTION

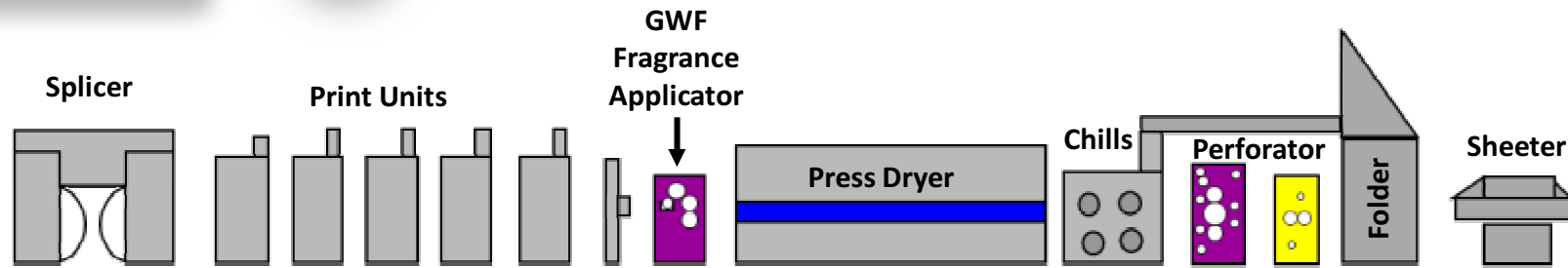
Micro-Fragrance Encapsulation Technology

- **Micro-fragrance is a technique for trapping Scent inside seal-tight 4-8 μ m microcapsules that are supplied to a substrate during the printing process. When the substrate is rubbed, the perfume is released with all of its substances.**

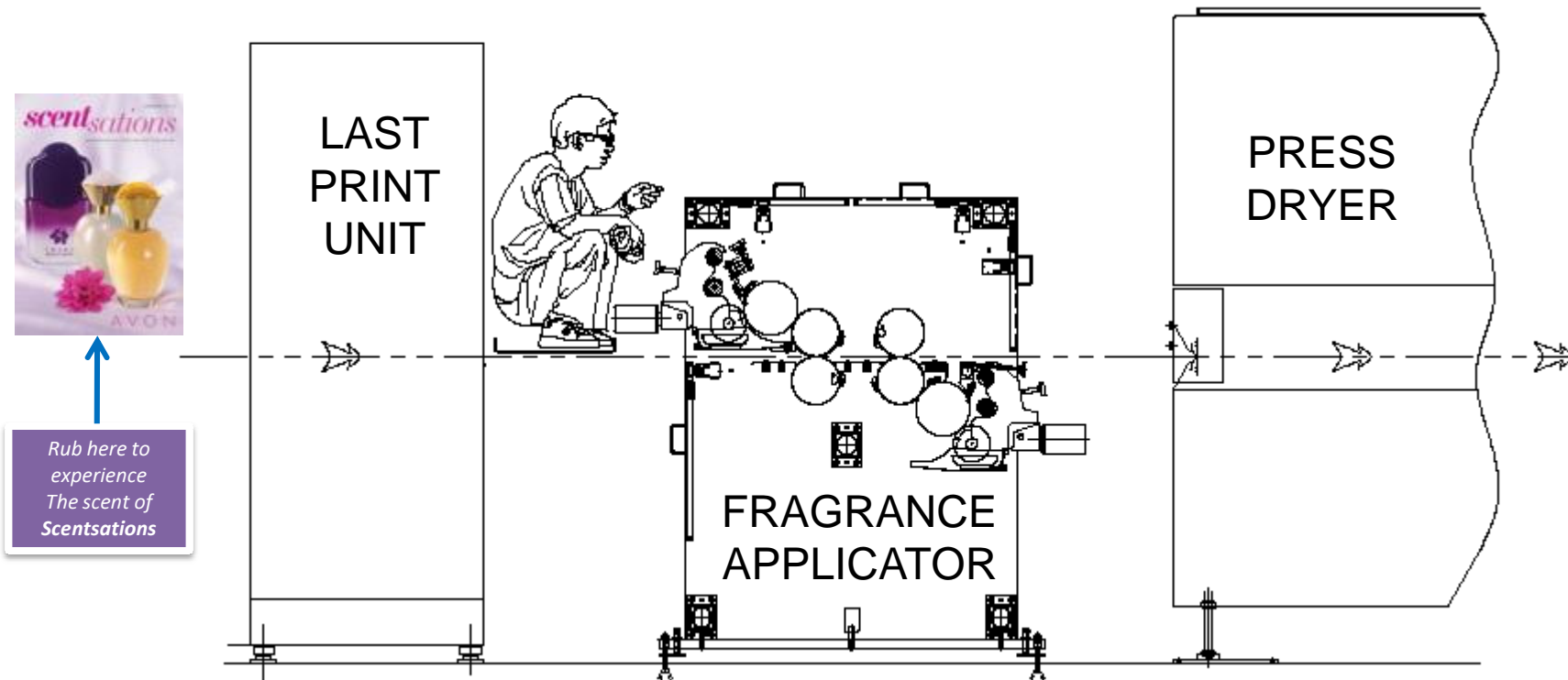
- **The process of the encapsulation of the perfume is formulated as follows:**
 - **Perfume composition provided by the perfumer**
 - **Scent supplied from the aroma library of microencapsulation specialist.**

- **Printed tests are carried out on paper to verify perfume strength in capsules prior to final production.**

- **In printing , the microcapsules are incorporated into a slurry or varnish**



16PG WEB OFFSET PRESS



GWF - PERFECTING FRAGRANCE APPLICATOR

• Note: Up to 8 different micro-fragrances can be printed simultaneously with the GWF Perfecting Fragrance Applicator



**Microcapsules contained in a matt or gloss acrylic varnish
Perfume is liberated simply by rubbing the printed surface**

- Application:
Brochures / Flyers / Postcards / Catalogues
- Market:
Bookmarks, label perfumes, packaging, games,
educational materials...



Scratch & Sniff



Rub here to experience
The scent of
**IMARI
SEDUCTION**

Rub here to experience
The scent of
BALI BLISS



Scratch & Sniff

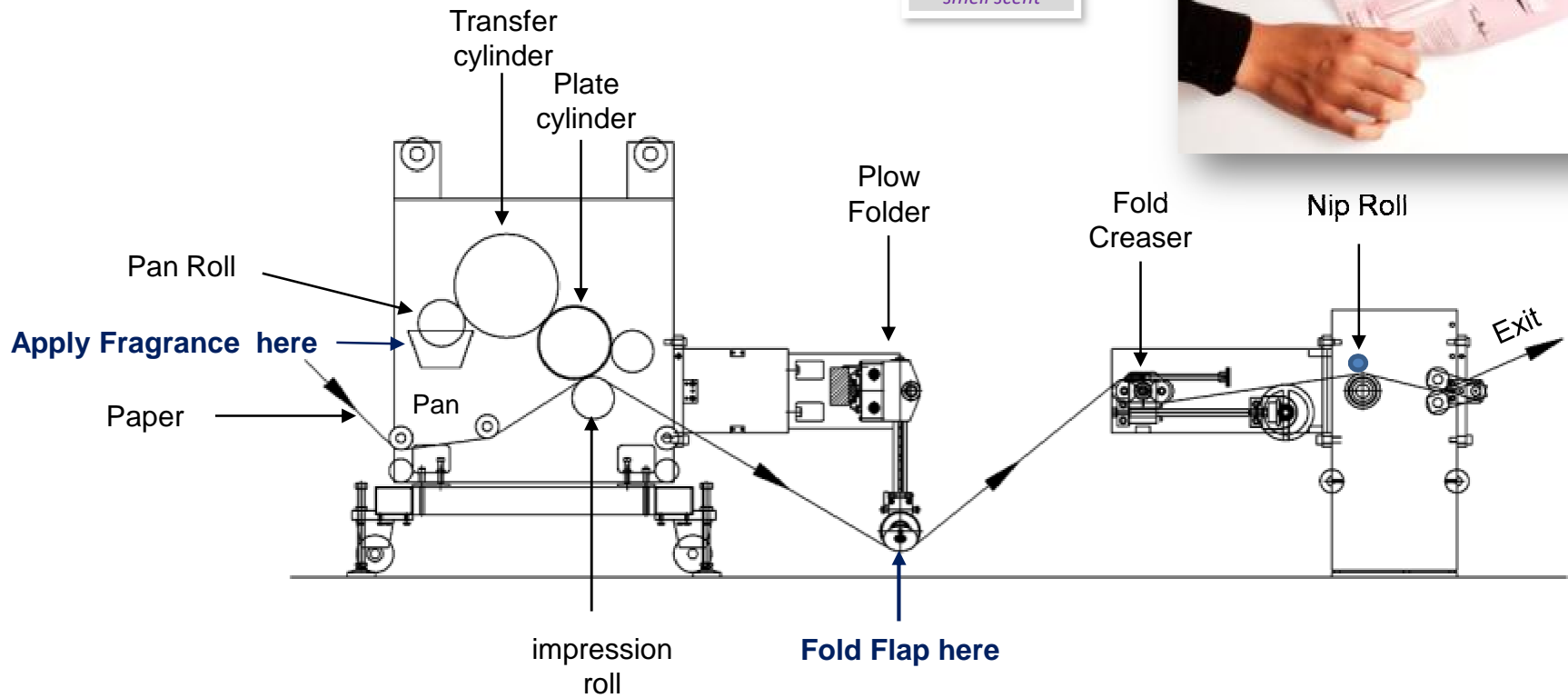


Rub here to experience
The scent of
hot blossom





■ Scent - Strip



GWF - WET FLAP FRAGRANCE APPLICATOR



- ✓ **Microcapsules are printed inside a folded flap.**
- ✓ **Once the flap is opened, the microcapsules rupture and the perfume is liberated.**

- ▲ **Application:**
Magazine Inserts
- ▲ **Market:**
Magazine, Catalogs, commercial...





Thank you
for your interest in GWF

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