



BY MARKETING OLFATIVO



EuroShop

The World's No. 1 Retail Trade Fair

16 – 20 February 2020

Düsseldorf, Germany · www.euroshop.de

ECO-FRIENDLY AROMATIC NEBULIZATION

THE AROMA TRACE® by Marketing Olfativo® Ltd. has presented its technology and products at EuroShop 2020



Madrid, March 2020.

THE AROMA TRACE® (TAT) by Marketing Olfativo® Ltd. has been the only Spanish company in its sector to exhibit its own stand at the most important fair in the world for the retail sector, **EUROSHOP DÜSSELDORF (February 16-20)**, an unavoidable event that takes place every three years.

Clients from Australia, Saudi Arabia, Mexico, Brazil, Russia, Tunisia, France, Italy, United States, Norway, Dominican Republic, China, Greece, Estonia, United Arab Emirates, Switzerland, Uzbekistan, Ireland, Costa Rica, Ukraine, Angola, Canada, Japan, South Africa, Bahrain, Turkey, Malaysia, India, Iran, the Philippines, the United Kingdom, Israel, Luxembourg and South Korea... and many more than 40 are the countries of origin of the two hundred clients served in the 5-day event. In summary, owners of chain stores of different products (textile, footwear, decoration, interior design, supermarkets, pharmacies...) who were looking for technological innovations to increase the satisfaction and experience of their customers. Also, marketing and customer experience managers of major brands (Henkel, Lindt, Puig, Landmark Global and Kitchen Grup, among others) were very interested in the technology, versatility, efficiency and effectiveness of our AromaNebulizer Stream (ANS) device.

TAT, the Int'l trademark of Marketing Olfativo Ltd. (established in Marbella, Spain, in 2006) presented a complete offer of its own technology (registered and patented), Gourmand products, **a unique sensory experience** with immersive travel through virtual reality, its own collection with more than 60 aromas belonging to its collection of emotional high perfumery called "Endless Christmas" and olfactory product derivatives; everything needed for the correct application of aromas in retail environment, with wide possibilities of conversion, savings and operational control for entrepreneurs and managers. The international certification of all aromas was highly valued, which, used correctly with the devices designed and manufactured by the company, achieve the **eco-friendly aromatic nebulization**, thanks to the strict application of the ethical code in all formulas and compounds.





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In parallel, in collaboration with its International Partner **HMV Group**, international leader in global services and innovation for retail, **TAT** contributed its olfactory sensory architecture to the Fashion Concept and the Automotive Experience that HMY presented within its 1000 square meters full of technological solutions, ideas, concepts and experience accumulated since 1960.

Extenda, an Andalusian foreign promotion agency, visited the stand of The Aroma Trace interested in the contribution that this Andalusian company has made in technological innovation since 2006. Both its director of external promotion, Reyes Gavilán, and the director of the Extenda office in Germany, Jesús Santos, were able to personally verify and “enjoy” the immersive sensory experience that Marketing Olfativo Ltd. offered at StandD25 of Pavilion 3 of EuroShop.

Special thanks to Imotion Analytics <http://www.imotionanalytics.com/> who completed our multisensory offer with its technology of emotional recognition through the facial analysis of visitors to the stand, a whole scientific experience that is already applied for the correct implementation of the Olfactory Sensory Architecture in retail.

THE AROMA TRACE® by Marketing Olfactory® Ltd. has been part, again, of a EuroShop edition full of IoT technology, imaginative solutions to innovate and stand out from the competition, privileged information provided in the EuroCis parallel room, and an influx of about 100,000 people from the five continents, which are already formalizing their projects for the next triennium, together with the new partners contacted and visited in this edition.

[Click here](#) to visit our microsite at EuroShop.

Availability of pictures, videos and supporting documents:

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The company, and all professionals involved in and with it, appreciate the publication and dissemination of this note in their prestigious media. The Aroma Trace® by Marketing Olfativo® is a protected trademark in 90 countries and prepared to provide a new dimension and discipline in the olfactory aromatization segment.

