

Perfect timing for perfume sampling company



Ticket Scent, which was inspired by the tickets used in queues, offers the perfect solution to contact-free fragrance sampling

The pandemic offered a perfect opportunity for interactive P&C sampling company Adhespack. The company, which began exporting samples during the pandemic has now supplied over a million samples.

The Ticket Scent product was inspired by ticket dispensers for queues, using a patented technology for sampling perfumes.

Each ticket contains the fragrance and also additional information about the product, such as photos and texts.

The units, which will be distributed in airports and stores in Europe, Latin America and the US, promotes contact-free customer interaction. To date, Carolina Herrera, Benetton, Antonio Banderas, Paco Rabanne and Jean Paul Gaultier have acquired Ticket Scent for distribution in these regions.

“Ticket Scent was conceived just before the pandemic, and appears as an excellent alternative at a time when consumers avoid sharing testers and stores are looking for safer, hygienic and individual

options.” says [Volney Camargo](#), CEO of Adhespack and creator of Ticket Scent.

“Customers want a safe and single-use experience.” points out [Sérgio Picciarelli](#), director of marketing and innovation at Adhespack. “It is also possible to apply a QR code on the back of the sample so that the consumer can buy later on e-commerce or access additional content.”