

# Fragrance Sprayer Samples



- **Fragrance sprayers sell more retail products than conventional vials and caps**
- **Fragrance sprayers add prestige to your sampling programs**
- **Telmark will supply all fragrance sprayer components**
- **Telmark will decorate with your logo and graphics**
- **Telmark fills and caps in our FDA approved facility**
- **Telmark provides printed sampler cards and/or sprayer carriers**
- **Telmark assembles the sprayers onto cards or carriers**
- **Telmark will work with your designers to create a unique finished sampler**
- **Telmark will turnkey your project so that you write only one purchase order**
- **Telmark's prices are extremely competitive**



As competition escalates in the premium fragrance market, companies are looking for any advantage to successfully market products. The use of fragrance sprayer samples will give your company an edge over conventional vials and plugs.

According to a scientific survey conducted recently by Marc Gilles & Associates:

- 14% of consumers who tried a fragrance after being sampled with a conventional vial would purchase the product. **22%** would purchase the product after sampling with the sprayer.
- 21% of consumers who were sampled with the vial said that they would not buy the product as a result. **Only 12%** said that they would not purchase the products when sampled with sprayers.
- **76%** of consumers that were sampled with sprayers thought that the experience was positive and helpful compared to only 28% who were sampled with the vial.
- 5 times as many consumers were likely to multi-use the spray sampler as the vial.

Consumers consider the fragrance sample sprayers to be almost equal in value to regular size sprayers confirming the prestige of the retail products. Maximize the potential for the success of your sampling promotion and use Telmark Packaging Corporation to supply complete fragrance sprayer samplers.