



MIDROL AND PAPER INK AROMA

Multisensorial experience

The Olfactory Marketing: one of the innovative frontiers of the marketing.

A new frontier of communication, leading its professionals to go deeper into this dimension, which evokes ancestral sensations and is capable to provide a high tax of “*reminiscence*” of the product.

Kiian, attentive to the communication new frontiers, has developed: **MIDROL AND PAPER INK AROMA**.

They are water based inks, available in a wide range of intense scents, gradually released by “*scratching*” the print.

MIDROL & PAPER INK AROMA APPLICATION FIELDS	MIDROL & PAPER INK AROMA & SUBSTRATES
<ul style="list-style-type: none"> ■ Both dedicated to the screen printing combined with the off-set printing. ■ Best application in the following fields: <ul style="list-style-type: none"> ▪ “In-store promotion” ▪ Customization of the sales point. ▪ Promotions and printing campaigns. 	<ul style="list-style-type: none"> ■ Paper, Paperboard and absorbing substrates. ■ Cellulose substrates. ■ Non-woven fabric.
MIDROL & PAPER INK AROMA CHARACTERISTICS	MIDROL & PAPER INK AROMA OUTSTANDING FEATURES
<p>Distinguishing aspects:</p> <ul style="list-style-type: none"> ■ Satin finish. ■ First-rate transparency of the film. ■ Fast drying. ■ Excellent stability in the screen. ■ Do not affect the substrate stability. 	<ul style="list-style-type: none"> ■ The great assortment of available scents. ■ The water based formula at zero impact for the environment. ■ MIDROL AROMA is ideal for application onto highly absorbing materials that require a fast drying of the print. ■ PAPER INK AROMA is ideal to realize graphics with fine details and raster design to be applied onto less absorbent materials like slick paper.

Please feel free to contact our Technical Assistance Team to get more information on **MIDROL AND PAPER INK AROMA** and their applications.

