

MARKETING. The increase in work-related stress has created a market for user-friendly, stress-reducing products. Developed using the latest techniques in olfactory marketing, Zen Cube can be fitted to multifunction printers to diffuse a pleasant background fragrance.

A MULTIFUNCTION PRINTER THAT REDUCES STRESS



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“Traditionally, multifunction printers combine four functions: scanner, printer, fax and copier,” explains Bruno Gérard, director of the Terminals and Professional Systems department at Sagem Communications, a Safran Group company. “We were looking at additional features to enrich the ‘stress-free office’ concept that we

created four years ago. The purpose of this concept is to launch user-friendly, ergonomic, intuitive products that can help reduce stress levels and make everyday life in the office more pleasant.”

Sagem Communications therefore created Zen Cube, a fragrance diffuser that can be adapted to Sagem’s range of multifunction machines simply by clip-

ping it to the ventilation grille. When the printer is used and the cooling fan operates, air expelled from the grille at a temperature of 27°C passes through Zen Cube, which slowly and steadily diffuses a fragrance throughout the office, subtly introducing a new working atmosphere. The feature does not increase the machine’s electricity consumption.

Three ranges of fragrances

“Zen Cube is no mere gadget,” Bruno Gérard adds. “Major department stores have been using the findings of olfactory marketing for several years now. Twenty percent of Paris parking garages are ‘perfumed’. The diffusion of background fragrances in the office environment is a partial but concrete response to the general increase in work-related stress regularly cited by the World Health Organization and the International Labor Office.”

To develop these new features, Sagem Communications has teamed up with Olfactair, a company specializing in perfume diffusion methods, and Sentaromatique, a creator and manufacturer of fragrances. Sentaromatique is based in the perfume capital of Grasse, in southern France, and directed by the perfumer Jean-Claude Gigodot, who has created six fragrances for Zen Cube, presented in three ranges: “soothing”, “purifying” and “bracing”. Launched in September, the system is available worldwide, marketed under the SAGEM brand or partners’ brand names. It is available for the MF44 and 54 ranges, initially targeted at small office/home office (SOHO) users. Designed for small and medium enterprises as well as self-employed individuals, some models in this family of multifunction printers are also equipped with a USB flash reader, enabling them to print without needing a PC. Some of the copiers offer wireless connection as well, using the Wlan “dongle” (an adapter that plugs into the USB port).

And the next step? To connect a cordless telephone to the multifunction printer, as there is strong demand for this feature from consumers.

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