

## Website ideas and content

Scent Lab is passionate about fragrances, we sell perfume oil compounds to manufacturers who then use this perfume oil in their finished products. These perfume oils are used in our customer end products such as fine fragrances, every day personal care products like lotions, shower gels, etc. as well as home and car care products and fragrances.

We create, manufacture and sell fragrance oils that brings magic into our daily lives through the products we use.

Scent Lab both sources these perfume oils from the biggest fragrance manufacturers in the industry namely : Firmenich, IFF and MANE (these logos must be in a slider type carousel spanning the length of the screen on the products page)

AND we manufacture fragrances locally in South Africa.

The website must engage and inspire its visitors, since a computer can not stimulate our sense of smell we need a website that can stimulate our visitors visually through amazing imagery and video.

The Scent Lab logo is not overly corporate it is a bit fun and playful, i want the website to mix the fun playfulness of fragrance creation with our serious and professional service (referring to our company values below under point : 2) ABOUT.

The home page must have a full page header with stimulating and engaging video or imagery - refer to Firmenich website and how they use video on their header. Or IFF (<https://www.iff.com/>) and how they use imagery to captivate. These websites are a bit busy though but the headers are nice direction.

Under the header I want to speak about Scent Lab a bit and have a blurb and a link to "ABOUT" and next to that, a blurb and a link to "PRODUCTS" where customers will be taken to a page that is creative and imaginative where we speak about our products and services (detail below under point 3./ and .4/)

Contact me on [justin@scentlab.co.za](mailto:justin@scentlab.co.za) for any further design requirements or thoughts.

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**1) Home Page** - must be beautiful, full page header with no white space, beautiful moving imagery, full page video in background. (full page banner / with movement / video)

I like this idea, <http://www.johos.at/#/en/0/0> (love the way it immerses the visitor into the website and makes you feel connected) - only like the landing page as a full screen header.

Like this: [http://www.firmenich.com/en\\_INT/index.html](http://www.firmenich.com/en_INT/index.html) (it is a bit busy but the way they incorporate beautiful imagery and video into the header is captivating)

Want to bring movement and emotion into the website.

## 2) Scent Lab ? -

### ABOUT

What are scent lab company values :

- Legitimacy (over 80 years combined experience, industry affiliations with packaging, ethanol and chemicals give us the edge in truly understanding the industry in which we operate)
- Servanthood (we are here to serve each stakeholder: customers, suppliers, employees and shareholders)
- Execution (99% done = ZERO% done, if it is not done until it is 100% done, we are pedantic about result orientated service)

What do we do :

Scent Lab trades in and manufactures Aroma Chemical Compounds / Perfume Oils, for use in fine fragrances and FMCG products. Given our economies of scale and business partnerships in the industry we are able to offer competitive solutions for any business that uses fragrance in their product.

What we actually do :

-We are perfume business enablers, whether your a sole prop or a well established enterprise Scent Lab is here to offer advice, great product and world class delivery to further your business efforts and give you the competitive edge.

## 3) Our services -

Fragrance Matching Services (GCMS)

Locally manufactured FMCG fragrances

Small Minimum Order Quantity (10KG)

Global sourcing of Fine and FMCG fragrances from some of the worlds biggest manufacturers

Product Formulation Advice

Partnership with a leading packaging supplier to suit your product packaging needs

Partnership with a leading Ethanol supplier for fine fragrance product application

Total One-Stop-Shop solution

## 4) Our products - (show these in 3 distinct categories)

1) FMCG Fragrances

2) Fine Fragrances (online shop as per <https://www.afi-usa.com/shop/index.cfm?> let's copy exact layout and functionality)

3) Product Bases (Fragrasol, Cream, Alcohol Free Oil Base, Roll on, Shower Gel, Foam Bath)

## **5) Blog / News / Specials**

-How to start your own perfume business

-Fragrance trends 2018

-etc - the blog can be emailed to a secret email address that will populate the blog on a monthly basis

## **6) Contact Us**

-contact form

-contact emails and numbers

-map of Johannesburg and Cape Town locations

-call me back button

## **7) Online training**

-how to start your own perfume business, represented by a series of videos what one can browse through and watch at their own leisure.

## **8) Careers**

-section for people to upload their CV and apply for jobs within Scent Lab

## **Other:**

Facebook chat open on each page if the browser wants us to contact them or chat

Call me back button