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From the Orlando Business Journal:

<https://www.bizjournals.com/orlando/news/2020/09/21/orlando-firm-gti-develops-clean-scents-after-def.html>

## Orlando firm GTI develops 'clean scents' to boost revenue

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In the early days of the pandemic, Tony Oxford received a call from a customer that triggered an idea.

The client asked if Orlando-based Global Technology Integrators LLC could use its machines, which disperse smells and smoke for military training exercises and theme park attractions, to spread hand sanitizer. After hearing the request, Oxford smelled an opportunity.

"We said 'No,' because you can't. They're not designed for that," said Oxford, the president of GTI. "But that got us thinking."

Six months later, GTI is unveiling a new line of scents. Instead of smelling like burning oil or Harry Potter beasts, they'll take on the scents of laundry detergent and citrus. The scents will help GTI enter a growing market and boost its revenue as the pandemic disrupts its defense and theme park work.

### A revenue boost

Potential clients range from retail stores to restaurants and bars. The main client, however, is third-party janitorial firms, Oxford said. The fresh-smelling scents, and the machines that disperse them, can be included with a cleaning firm's other services.



JIM CARCHIDI/ORLANDO BUSINESS JOURNAL

Tony Oxford of Orlando-based Global Technology Integrators holds the prototype of a portable scent dispersal system for use in virtual reality military training.

The idea is the scents, combined with cleaning practices, will give customers, workers and visitors peace of mind.

Still, GTI is wary of the scents being used by businesses to give off a false sense of cleanliness, so that's why customers are required to prove they obtained GBAC Star certification — a cleaning certification offered by the International Sanitary Supply Association. Alternatively, businesses can demonstrate cleaning procedures to GTI and show they're in accordance with Centers for Disease Control and Prevention guidelines, Oxford added.

GTI is taking pre-orders for the seven new scents and will begin delivery in the first week of October. This new business may generate as much as a 25% revenue boost, Oxford said.

### **The power of smell**

New revenue is key for the company. Like many businesses, GTI's work was thrown off by the pandemic, which shut down theme parks for months and slowed down work on some government contracts, Oxford said. Those industries are the main clients of the company.

GTI is branching into a burgeoning industry. Janitorial services is projected to be worth \$58 billion by year's end, according to Los Angeles-based market research firm IBISWorld.

Scents can play a key role in that industry. That's because smells have a profound impact on the way a person perceives his or her environment, according to Deborah Beidel, a University of Central Florida psychology professor who has researched the use of smells and other senses in treating post-traumatic stress disorder.

"Memories that have a smell associated with them are very emotional and powerful memories that are stored in our brains," Beidel told *OBJ*. "A fresh, clean scent will become associated with another time a person has been in a building, or even in their home, where there's been a fresh, clean scent."

The study of the connection between scents and memory is a fairly recent phenomenon, only possible since the introduction of magnetic resonance imaging (MRI) technology, Beidel said.

## Contact point

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