

S I N G U L V I R

SCENTS FOR LIFE

nítida

A soft, warm-toned photograph of a woman with long dark hair, her eyes closed, as she gently smells a bouquet of light pink flowers. The scene is bathed in a golden light, creating a nostalgic and intimate atmosphere. The text 'a scent, a memory' is centered over the image in a classic serif font.

a scent, *a memory*

You smile as your body is filled with a sense of *happiness*. The reason? A memory. The motive? A childhood *scent*.

THE PAST, PRESENT AND  
FUTURE, ALL IN AN INSTANT

Smells have the extraordinary evocative power of memories. They lead us directly to an emotion, that special something that is difficult to put into words.


**Nítida** is aware of this ability, which is why we are pleased to present **Singulair**, a tool to help improve your brand recognition. Because **meaning something to others is the only thing that makes you different.**

# SINGULAIR

Una fragancia puede despertar la percepción emocional. Un perfume debe hablar por sí solo, despertar, enamorar, impulsarte o llamarte la atención, pero no puede dejarte indiferente. Lograr tal Singularidad no es fácil. 40 años de experiencia así lo demuestran, pero con nuestra dedicación y entrega absoluta a la búsqueda y exigencia de las mejores esencias, los materiales más refinados y una apuesta por la tecnología (i+D+i) creamos fragancias complejas y generamos sensaciones inolvidables en nuestros clientes. Creando historias que perduran en el recuerdo.

Aquí reside la magia del perfume.

SCENTS FOR LIFE

 nitido



## What does *my brand* smell like?

FOR EGYPTIANS, FRAGRANCES WERE A SACRED, AND ALMOST MAGICAL, RESOURCE.

This is no surprise since our sense of smell is one of the most special and timeless.

If we travel back to the present and follow our strategy of representing brands using colours and shapes, then **adding an olfactory dimension is essential**, and even sacred.

# S I N G U L A I R

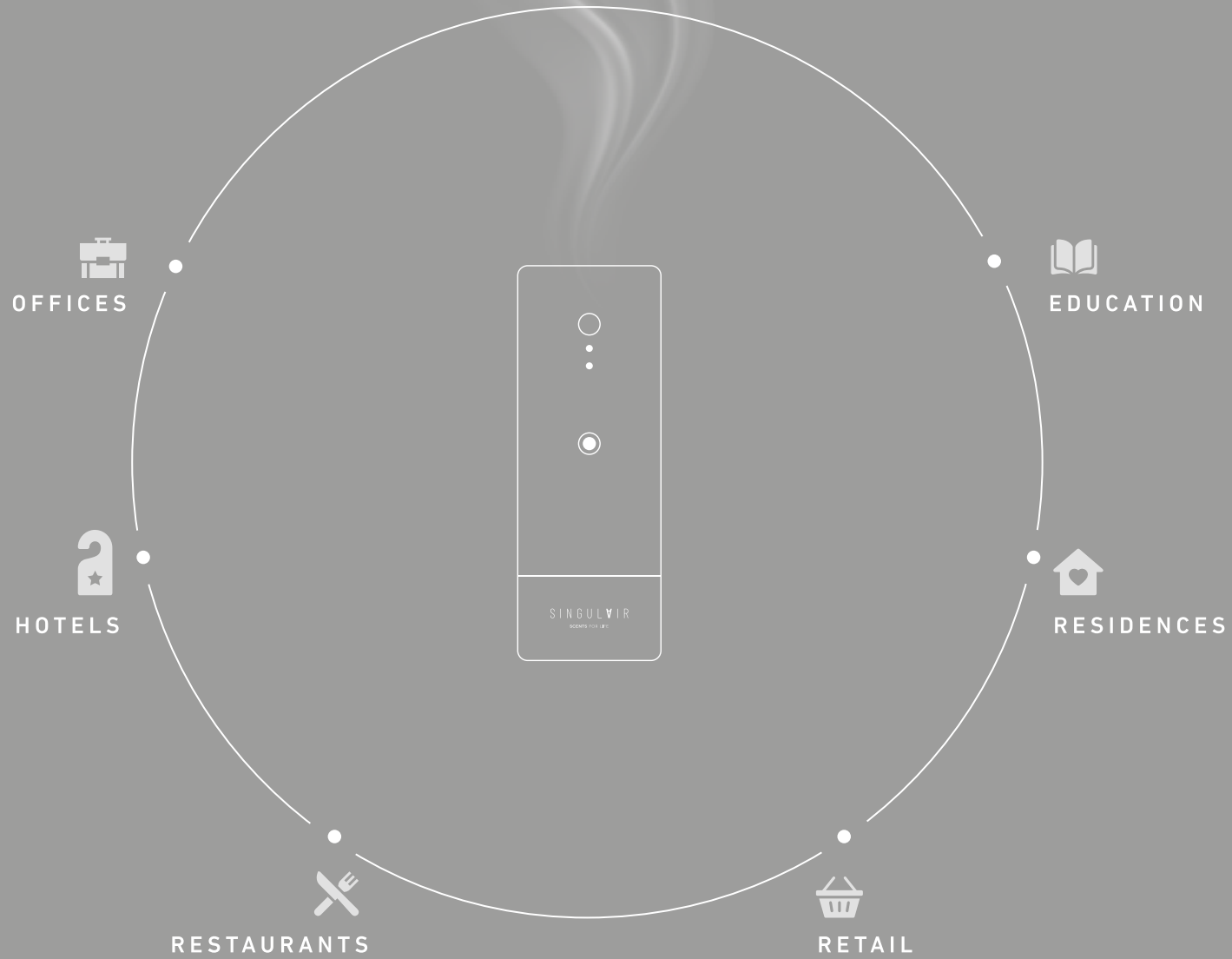
This is Singulair's goal: to help brands create a **personality** through a series of **fragrant notes and nuances**

NEW  
DIFFERENTIATING  
ELEMENT

NEW  
STIMULUS FOR  
CUSTOMERS

NEW  
IMPULSE  
PURCHASE

SINGULAIR



*tailored*  
notes and scent nuances

## ¿What is *Singular*?

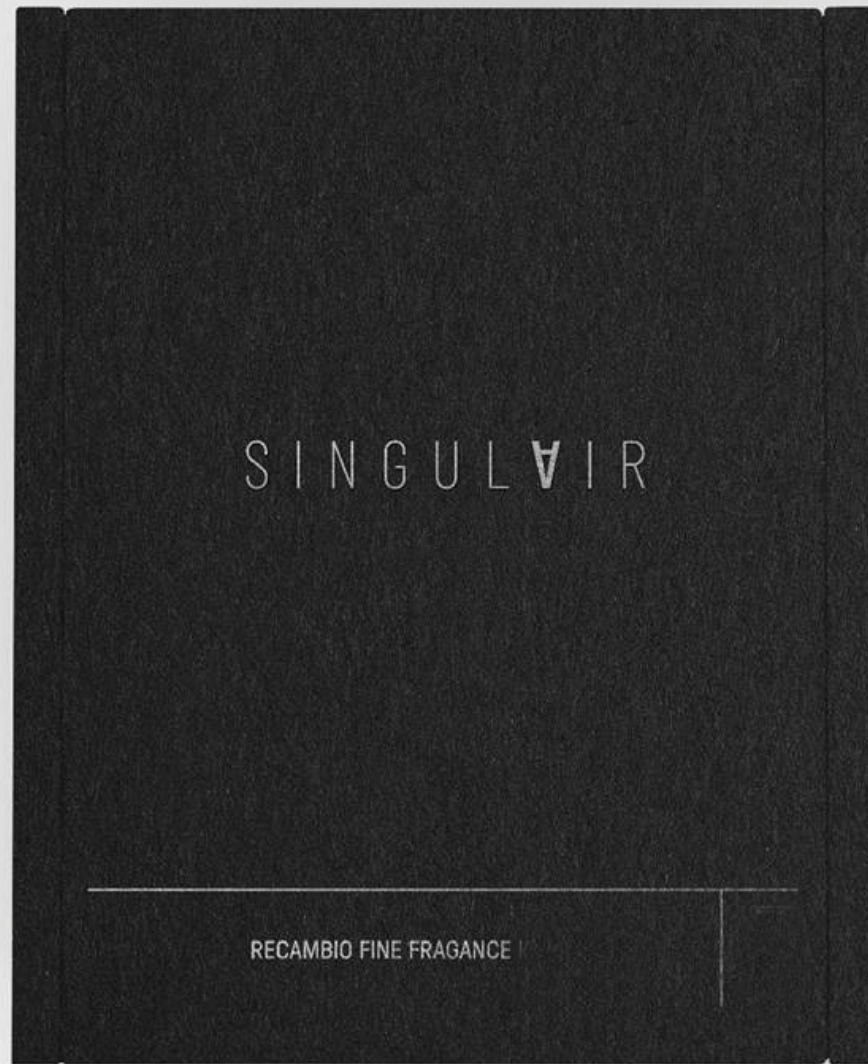
WHATEVER ENTERS THE SUBCONSCIOUS  
WILL REMAIN THERE FOREVER

This is one of Nítida's principles and the reason why, after more than **40 years of experience** in olfactory marketing, we have created Singular.

This exclusive micro-release dry air freshener technology evenly distributes the product, resulting in enhanced performance and effectiveness.

- 01 — Fully personalised
- 02 — Long-lasting scent
- 03 — Moisture-free
- 04 — Consumption control
- 05 — Connectivity
- 06 — Easy to install

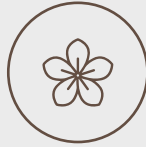






# Scent *families*

Scents are more persuasive than words.



**FLORAL  
CITRUS**

**ELEGANT  
& SUBTLE**

01

ASSOCIATED  
WITH VITALITY

**FLORAL**

**NATURE  
& FUN**

02

ASSOCIATED  
WITH TERNITY

**SPICED  
ORIENTAL**

**EXOTIC  
& SPICED**

03

ASSOCIATED  
WITH SENSUALITY

**WOODEN**

**VERSATILE  
& WARM**

04

ASSOCIATED  
WITH ELEGANCE



ACCREDITED BY IFRA  
International Fragrance Association

HYPOALLERGENIC  
FRAGRANCES

UNIQUE  
CREATIONS

SINGULARAIR



### **FRUITY CITRUS**

Acqua Bergamota | CF40

Ginger Blossom | CF50

Green Mango | CF60

Fico di Amalfi | CF90

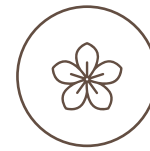
### **GREEN CITRUS**

Tuscan | CF70

Activa White | CF80

**ELEGANT & SUBTLE**

FLORAL  
CITRUS



**SOFT FLOWER**

Bright Orchid | F20

**ORIENTAL FLOWER**

Kohailan | F40

FLORAL



## WOODEN ORIENTAL

Signature | OE20  
Canela Orange | OE10

## ORIENTAL

L'invisible | OE30

EXOTIC & SPICED

SPICED  
ORIENTAL





# WOODEN

## **MOSSY WOOD**

Jealousy | A30

## **AROMATIC WOOD**

Spiced Wood | A40

**VERSATILE & WARM**



**ALL OF OUR CREATIONS  
ARE UNIQUE**

Based on the highest quality standards, with 100% natural ingredients and no toxic components.

## Our *devices*

### THE SENSE OF SMELL LEADS DIRECTLY TO BUYING

An important part of the olfactory universe we create for your brand is the **patented release devices**, which are made according to our specifications.

Thanks to their elegant and practical design, these manageable devices are perfect for any setting, regardless of the décor and size.

Coverage for up to 1,000 m<sup>2</sup>.



SINGULAR AIR  
SCENTS FOR LIFE





Wi-Fi, 4G or  
Bluetooth connection



Configure using  
the app or the display.



Real-time level  
control



Low noise  
level



Can be connected to  
duct ventilation systems



# Connectivity

## MONITOR THE DEVICE WITH YOUR SMARTPHONE

### App features

- Configure the operating hours
- Schedule the device according to the hours/days you need.
- Manage all your Singulair systems from a single mobile device.

### Establish the scent release frequency

- Schedule each micro-diffuser device to operate according to the seconds configured.
- Set the device's power level.

### Adjust the airflow

- Increase or decrease the airflow that modifies the fragrance's intensity.

### Equipment location

- Geolocate your devices and configure them from anywhere.



# nítida

## **NITIDA CLEANING & HEALTH**

Pol. Ind. "La Creu" C. Federico Garía Lorca, 49  
46250 - L'Alcudia (Valencia)

tel.+34 962 543 013 | 902 400 678  
atencioncliente@nitida.es

**Thank you for your trust in Nítida,  
Together we are one**

**#TogetherWeAreOne**



# SINGULAIR

SCENTS FOR LIFE

**nitida** | **962 543 013**  
[www.nitida.es](http://www.nitida.es)



Product controlled by an Integrated Management System, approved by Bureau Veritas Certification in accordance with ISO 9001, ISO 14001 and UNE 166002 standards.