



# Eyedea Worx Rub & Smell Discs (cd/dvd)

Rub & Smell

Eyedea Worx offers **Stock scents** for CD & DVD printed artwork, allowing marketing and advertising professionals the ability to take your upcoming disc marketing project to the next level. Integrating scent into a CD or DVD increases consumer awareness of a particular product and stimulates purchase activity by incorporating "smell" into the marketing piece. Rub'n Smell disc printing increases the impact, recall, value, and effectiveness of any marketing effort. The scented varnish is transparent and remains dormant until the printed surface is rubbed and it actually lasts for years in printed form. The smell dissipates after a few seconds but can be re-activated by rubbing the surface again (similar to a "scratch n sniff" sticker).



Rub'n Smell Discs Increase Impact & Recall

## Rub and Smell Discs

Prices per unit are in addition to the unit cost on our on CD and DVD replication products (DVD-5, DVD-9, CD-ROM, CD Business Cards etc.)

Scented Inks	Additional Cost per Disc
1,000 Discs	\$0.65 ea
2,500 Discs	\$0.53 ea
5,000 Discs	\$0.26 ea
10,000 Discs	\$0.24 ea
25,000 Discs	\$0.22 ea
50,000 Discs	CALL



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