



VITTORIO

**NEW SALES METHOD:
PERFUME BLISTERS FOR EFFECTIVE SELLING**

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DEAR PARTNERS,

WE ARE REACHING OUT TO YOU — REPRESENTATIVES OF THE RETAIL AND WHOLESALE SEGMENTS OF THE PERFUME AND COSMETICS MARKET — ON BEHALF OF VITTORIO PERFUME, A COMPANY SPECIALIZING IN THE DEVELOPMENT OF INNOVATIVE SOLUTIONS IN THE WORLD OF PERFUMERY. WE ARE PLEASED TO INTRODUCE YOU TO AN EXCLUSIVE TOOL WITH NO ANALOGUES ON THE MARKET, ONE THAT HAS ALREADY PROVEN ITS EFFECTIVENESS: NEXT-GENERATION PERFUME TESTERS — BLISTER PACKS WITH CAPSULES (THREE SCENTS PER PACK). THIS IS NOT JUST A TESTER — IT'S A REVOLUTION IN FRAGRANCE MARKETING.

SO, WHAT EXACTLY ARE THEY?

OUR BLISTER PACKS COME IN A VARIETY OF EYE-CATCHING SHAPES AND DESIGNS THAT IMMEDIATELY ATTRACT ATTENTION AND SPARK INTEREST. THE CAPSULES ARE MADE FROM ECO-FRIENDLY MATERIALS, FEEL PLEASANT TO THE TOUCH, OPEN EASILY, AND ARE PERFECT FOR TESTING FRAGRANCES DIRECTLY ON THE SKIN — A FEATURE ESPECIALLY APPRECIATED BY FEMALE CUSTOMERS.

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OUR BLISTERS DUAL FUNCTIONALLY : THEY SERVE BOTH AS A FRAGRANCE SAMPLER AND A POWERFUL MARKETING TOOL. UNLIKE TRADITIONAL TESTERS, THESE INNOVATIVE SOLUTIONS CAN SIGNIFICANTLY BOOST SALES AND ACT AS A TRUE GROWTH DRIVER FOR YOUR BUSINESS. TO ENSURE MAXIMUM EFFECTIVENESS, WE'VE DEVELOPED A PROVEN AND EASY-TO-IMPLEMENT STRATEGY.

HOW IT WORKS:

TO MAKE THE MOST OF OUR BLISTER TESTERS, WE RECOMMEND A SIMPLE APPROACH: GIVE ONE TO EVERY STORE VISITOR. FOR EVERY WHOLESALE PURCHASE OF A VITTORIO PERFUME BOTTLE, YOU WILL RECEIVE 50 BLISTER TESTERS FREE OF CHARGE.

OUR PARTNERS' EXPERIENCE SHOWS:

50 BLISTER TESTERS LEAD TO AT LEAST TWO FULL-SIZE BOTTLE SALES. ON RETURN VISITS, CUSTOMERS TEND TO BUY 2-3 BOTTLES INSTEAD OF JUST ONE.

IN OTHER WORDS, INVESTING IN JUST ONE TESTER PACK CAN GENERATE UP TO THREE SALES.

WE RECOMMEND INCLUDING BLISTER TESTERS AS COMPLIMENTARY GIFTS WITH YOUR WHOLESALE DELIVERIES. THEIR LOW PRODUCTION COST MAKES THEM IDEAL FOR PASSING ALONG TO YOUR WHOLESALE STORES AND DISTRIBUTORS — WHO, IN TURN, CAN DISTRIBUTE THEM AS FREE GIFTS IN SEPHORA, DOUGLAS, AND OTHER PREMIUM RETAILERS.

THIS METHOD GIVES CUSTOMERS THE OPPORTUNITY TO TRY EACH FRAGRANCE MULTIPLE TIMES, WHICH GREATLY INCREASES THE CHANCES OF A PURCHASE. IT'S A UNIQUE AND EFFECTIVE WAY TO BUILD BRAND LOYALTY AND DRIVE SALES.





KEY ADVANTAGES OF VITTORIO PERFUME BLISTER TESTERS:

- 1. PRODUCTION COST IS FIVE TIMES LOWER THAN TRADITIONAL GLASS TESTERS (1–3 ML);**
- 2. OUR TESTERS AND GIFTS NOT ONLY HELP YOU STAND OUT BUT ALSO STRENGTHEN YOUR DISTRIBUTION NETWORK AND POSITION YOUR BRAND AS A MARKET LEADER;**
- 3. SCALABLE PRODUCTION — FROM THOUSANDS TO MILLIONS OF UNITS IN TIGHT TIMEFRAMES;**
- 4. SALES INCREASE BY 30–50% WHEN BLISTERS ARE INTEGRATED INTO YOUR MARKETING STRATEGY;**
- 5. BOLD AND ATTRACTIVE DESIGNS THAT IMMEDIATELY CATCH THE EYE;**
- 6. ECO-FRIENDLY, PLEASANT-TO-USE MATERIALS, ESPECIALLY POPULAR WITH WOMEN;**
- 7. QR CODES ON EACH PACK DIRECT TRAFFIC TO YOUR WEBSITE AND BOOST ONLINE SALES;**
- 8. THREE SCENTS PER PACK TURN SAMPLING INTO AN ENGAGING, MULTI-SENSORY EXPERIENCE;**
- 9. NOT JUST A TESTER, BUT A STRATEGIC MARKETING TOOL THAT DRIVES ENGAGEMENT;**
- 10. BUILDS BRAND LOYALTY, CREATES EMOTION, AND MAKES YOUR BRAND TRULY MEMORABLE.**

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THE UNIQUENESS OF OUR BLISTERS OFFERING THREE VARIOUS FRAGRANCES IN ONE PACK, TURNING SAMPLING INTO A PLAYFUL, INTERACTIVE JOURNEY THAT SUBTLY ENCOURAGES CUSTOMERS TO CHOOSE THEIR FAVORITE. THIS LEVEL OF ENGAGEMENT SIMPLY CAN'T BE MATCHED BY TRADITIONAL TESTERS. PLUS, THE VOLUME WE OFFER FAR EXCEEDS THE REACH OF STANDARD GLASS SAMPLES.

THIS IS A TRULY INNOVATIVE SOLUTION DESIGNED TO BOOST YOUR SALES AND ELEVATE YOUR BRAND EXPERIENCE.

THANK YOU FOR YOUR ATTENTION. WE WOULD BE GLAD TO DISCUSS POTENTIAL COLLABORATION.

**BEST REGARDS,
THE VITTORIO PERFUME TEAM**





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