

## Follow the nose: The success of your product depends on it!

The olfactory sense is among the most important senses for humans and animals alike and has been of critical importance to our survival. Odors are immediately registered followed by a subconscious or instinctive assessment of the situation, in which we find ourselves, or of the product we hold in our hand.

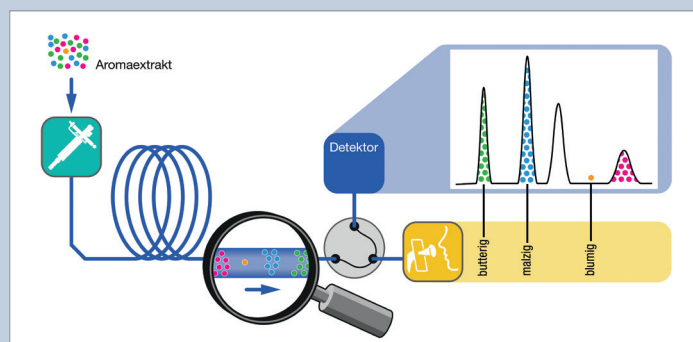
Odors influence our daily lives in subtle unnoticed ways. Pleasant odors stimulate our well-being and our appetite and they can influence purchasing decisions. Unpleasant odors warn us against eating spoiled food. And even distant memories from years and years ago can be reawakened through long forgotten odors.



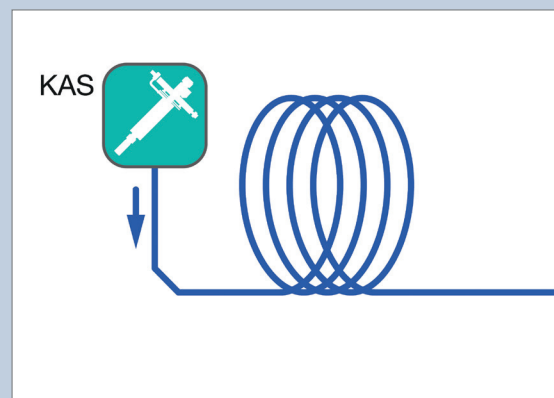
## Olfactory Detection Port: Systematic odor analysis

The Olfactory Detection Port (ODP 4) offers a system solution for the determination of aromas, fragrances, and off odors using gas chromatography in combination with olfactory detection (GC-O). Olfactory analysis is performed on food, beverages, perfumes, body care and consumer products, packaging and much more.

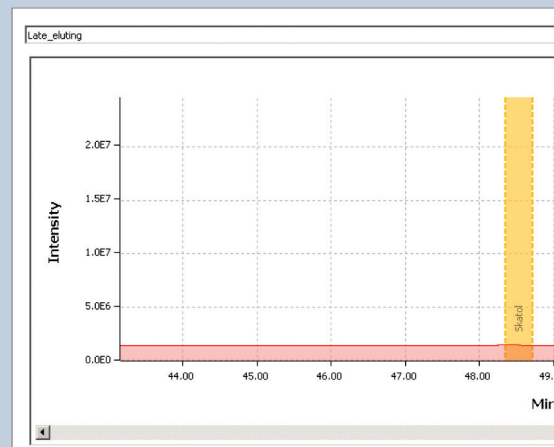
The ODP 4 was developed to allow users to work in a concentrated yet relaxed manner, meeting individual ergonomic requirements. The powerful Olfactory Data Interpreter (ODI) data processing software is capable of handling the large amounts of data gathered.



Schematic drawing of GC-O analysis



GC-O system with column switching and multiple detectors



Presentation and annotation of odor active compounds in