

## Home Fragrance Delivery, Noticeability and Modelling in the Air

Reckitt is seeking opportunities that address **how to deliver and design fragrance** in the best possible way to **maximise the noticeability of fragrance** over a defined period of time. Submissions should address one of three areas:



### The delivery of fragrance into the air to fill a space for a prolonged period of time

- Optimal approaches that could be used to deliver / emanate fragrance into the air
- Technologies currently not adopted in the industry that may offer enhanced performance are of interest
- Understanding and maximising the timeframe a fragrance remains in the air to prolong noticeability, also considering the optimal state and migration to surfaces

### Modelling the movement of fragrance from a device / source into the air

- Modelling both the initial migration of fragrance into a room (indoors), the movement around an indoor space and the decrease as the fragrance dissipates over time
- Testing the presence of fragrances (which are highly variable, multi component formulations) in the air

### Physicochemistry of a fragrance formulation

- Research around how the physicochemical characteristics of a fragrance formulation can enhance the fragrance experience, and influence their movement through a space after delivery into the air
- The influence of solvent systems on the ability of a fragrance to fill a space and remain noticeable over time

### Out of Scope and Developmental Stages of Interest






Research relating to microencapsulation is out of scope unless it tackles the issues around wicks/nozzle clogging and aspiration. Opportunities at all stages of development will be considered, including novel concepts / ideas with strong scientific rationale. Submitters are encouraged to use this optional **submission form** to outline plans to develop the research or ideas towards proof-of-concept or commercialization.

### Submission Information and Opportunity for Collaboration

Submission of one-page, 200–300-word briefs is encouraged, along with any optional supplementary information e.g. relevant publications. This campaign is also open to submissions from SMEs. SMEs can submit under the Spinout Company opportunity type or via email ([campaigns@inpart.io](mailto:campaigns@inpart.io)). In submitting to this campaign, you confirm that your submission contains only non-confidential information.

Our client is open to a range of collaboration opportunities, with the most appropriate outcome being decided on a case-by-case basis. Example outcomes include licensing assets, project/PhD funding, and research collaborations.

### Opportunities sought

-  Spinout companies
-  Research projects
-  Centres of excellence
-  Academics and expertise
-  Technologies

### Submissions

Please submit relevant, non-confidential opportunities online [here](#)

Deadline: **7th October 2024 - 10:59 pm GMT**

#### Have any questions?

Contact our team at [discover@in-part.co.uk](mailto:discover@in-part.co.uk)

