FYG

COMMERCIAL FRAGRANCING

SCENT MARKETING & AROMA BRANDING FOR UK BUSINESSES

Elevating ambience with signature scents.

As installed at the Savoy Theatre, London



2026-27 · fyghome.com

One partner, every touchpoint.

Most scenting suppliers stop at the machine. FYG is a fragrance house first: the same scents our customers buy as candles and bath care can move through your air, your bathrooms and your till point. One account, one scent story, carried across every place your guests meet your brand.

FYG was founded by Demi Pendakis in 2020, and every commercial account is founder-led: the person who designs the fragrance is the person in the room. We are proudly UK-based, working with hotels, theatres, gyms, retailers and restaurants nationwide.

LEVEL 1

LIGHT TOUCH

Start small

A single FYG Go diffuser at reception, or scented amenities alone. No contract, no installation. From £95, running from pennies a day.

LEVEL 2

SIGNATURE

Scent your space

An FYG Flow system, app-controlled and sized for your space. Choose a fragrance from our library. Buy the equipment outright or choose FYG Flex, with fragrance purchased separately.

LEVEL 3

FULL IMMERSION

Own your atmosphere

A bespoke signature scent, diffused building-wide through FYG Pro, layered through guest amenities and sold at your till as candles and gifts your guests take home.

Choose a starting point that fits your venue. FYG Flex has a 12-month minimum term.

TRUSTED BY

THE SAVOY THEATRE · BLARNEY WOOLLEN MILLS · KINGFISHER GYMS · THE MARLOW CLUB · FOREST HOUSE GYM

Fragrance developed for Paddington the Musical, commissioned by Dramatic Paws Ltd. *See page 11.*

Does your brand smell as inviting as it looks?

WHAT IT IS

Scent marketing is the deliberate use of fragrance to shape how a space feels. Of all the senses, smell is wired most directly to memory and emotion, which is why a scent can return you to a place in an instant. A considered fragrance becomes part of your brand identity, as recognisable as your interiors or your playlist.

WHY IT MATTERS

Guests decide how a space makes them feel within moments of walking in. A signature scent makes that first impression deliberate rather than accidental, carries through to how long people stay and how they remember you, and quietly separates you from every competitor still leaving their atmosphere to chance.

HOW WE DO IT

Cold-air nebulisation diffuses fragrance oil as an ultra-fine dry mist: no heat, no water, no residue, and a consistent scent from open to close. Systems stand alone, wall-mount or integrate invisibly with your air conditioning, all managed from an app. You choose from our library or commission a scent of your own.

FROM FIRST CONVERSATION TO FIRST IMPRESSION

1. LISTEN
Your goals, your space, your brand.

2. CURATE
Library scent or bespoke commission.

3. MATCH
The right system for your square metres.

4. INSTALL
Plug-and-play or full HVAC integration.

5. REFINE
Seasonal changes and ongoing support.

CHOOSE YOUR SYSTEM

Three families. Choose by your space.

Every FYG system is named for the square metreage it scents, so the name does the work: an FYG Flow 500 scents 500 square metres. Go is plug-and-play simplicity, Flow is the app-controlled commercial core, Pro scents whole floors and buildings through your air handling.

FAMILY	BUILT FOR	SYSTEMS	COVERAGE	OWN FROM	FYG FLEX OPTION
FYG GO	Treatment rooms, boutiques, small offices, front desks	Go 130 · Go 200	130-200 sqm	**From £95**	Purchase only
FYG FLOW	Shops, gym floors, restaurants, bars, lobbies, spas	Flow 200 · Flow 500 · Flow 1000	200-1,000 sqm	**From £395**	Own or FYG Flex from £49/month
FYG PRO	Hotels, department stores, theatres, whole buildings	Pro 2000 · Pro 5000	2,000-5,000 sqm	**From £995**	Own or FYG Flex from £189/month

NOT SURE? THREE QUESTIONS DECIDE IT.

How many square metres are you scenting? Do you want app scheduling and multi-site control (Flow and Pro) or deliberate simplicity (Go)? Would you prefer to own the equipment or choose FYG Flex? Fragrance is purchased separately. Tell us about your space and we will recommend a suitable system.

THE RANGE · 01

FYG Go *Deliberately simple.*

Go is scenting without ceremony: unbox, fill, plug in. No installation, no contract, no app to learn unless you want it. It is the right first step for a single room, a front desk or a treatment suite, and the honest trial before you commit a whole building.



FYG Go 130

Battery or mains. Scent that moves with you.

COVERAGE	up to 130 sqm
RESERVOIR	250 ml
POWER	Mains or battery
SOUND	34 dB, whisper quiet
CONTROL	Simple onboard timing
FINISH	White or black

£95 Runs from 16p a day*



FYG Go 200

The bigger tank. Set it and forget it.

COVERAGE	up to 200 sqm
RESERVOIR	500 ml
POWER	Mains
SOUND	36 dB
CONTROL	Simple onboard timing
FINISH	White

£115 Runs from 31p a day*

WHY START WITH GO

Choose your fragrance from the FYG scent library and purchase the oil separately. Consumption depends on operating hours, intensity and airflow. See page 8 for examples.

When the space grows, the scent does not have to change: the same oil runs every FYG system, so trading up to Flow keeps the fragrance your guests already know.

*Typical evening-venue usage. Full running cost workings on page 8.

THE RANGE · 02

FYG Flow *The commercial workhorse.*

Flow is the system most FYG venues run: metal-bodied, wall-mounted or free-standing, lockable, and app-controlled as standard, so opening hours, intensity and multiple sites are managed from one phone. Every Flow is HVAC-ready, meaning it can also feed your air conditioning for invisible, even coverage.



FYG Flow 200

Shops, bars, studios.

COVERAGE	up to 200 sqm
RESERVOIR	150 ml
SOUND	32 dB
CONTROL	App as standard
MOUNTING	Wall or free-standing
HVAC-READY	Yes
FINISH	White or black

£395 From 31p a day*



FYG Flow 500

The one most venues choose.

COVERAGE	up to 500 sqm
RESERVOIR	500 ml
SOUND	35 dB
CONTROL	App as standard
MOUNTING	Wall or free-standing
HVAC-READY	Yes
FINISH	White or black

£575 From 56p a day*



FYG Flow 1000

Large single spaces.

COVERAGE	up to 1,000 sqm
RESERVOIR	1,000 ml
SOUND	38 dB
CONTROL	App as standard
MOUNTING	Wall or free-standing
HVAC-READY	Yes
FINISH	White or black

£665 From £1.05 a day*

*Typical evening-venue usage; all-day examples on page 8. FYG Flex equipment and cover from £49/month; fragrance purchased separately. See page 9.

THE RANGE · 03

FYG Pro *Whole floors. Whole buildings.*

Pro integrates with your air handling to scent entire properties from the plant room: no visible hardware, no wall units, one consistent fragrance from the front door to the top floor. Systems run large-capacity bottles up to ten litres, so refills are measured in months, and every Pro installation is surveyed, installed and commissioned by FYG.



FYG Pro 2000

Whole-floor HVAC scenting.

COVERAGE	up to 2,000 sqm
BOTTLES	500 ml to 10 L
INTEGRATION	HVAC, fan-assisted
CONTROL	App and remote
INSTALL	By FYG, included
WARRANTY	24 months

£995 From £1.40 a day*



FYG Pro 5000

The flagship. Twin atomisers.

COVERAGE	up to 5,000 sqm*
BOTTLES	500 ml to 10 L
INTEGRATION	HVAC, ducting to 100 m
CONTROL	App and remote
INSTALL	By FYG, included
WARRANTY	24 months

£1,595 From £1.40 a day*

IN SERVICE

The Savoy Theatre, London

A FYG Pro fragrances the entire auditorium at one of the West End's most storied venues, timed around performances rather than running all day: proof that Pro-scale hardware can run for pennies when it is programmed with intelligence.

Now diffusing a bespoke fragrance created for Paddington the Musical. Page 11.

*Equivalent to 14,000 cubic metres at standard ceiling heights. Typical evening-venue running costs; full workings on page 8. Pro on FYG Flex from £189 a month including installation and quarterly service, page 9.

RUNNING COSTS, PUBLISHED

What it really costs. In print, not in a consultation.

Standard library fragrance oil is £120 per 1kg bottle, purchased separately. The illustrations below assume approximately 1,100ml per kilogram; actual volume depends on density. Bespoke fragrance is priced separately, with a minimum purchase of 5kg on every order.

All-day venue

Retail, gyms, offices · 10-hour scenting window

SYSTEM	OIL / MONTH	PER MONTH	PER DAY
Go 130	108 ml	£11.78	**39p**
Go 200 / Flow 200	216 ml	£23.56	**79p**
Flow 500	384 ml	£41.89	**£1.40**
Flow 1000	720 ml	£78.55	**£2.62**
Pro 2000 / 5000	960 ml	£104.73	**£3.49**

Evening venue

Theatres, restaurants, bars · 4-hour scenting window

SYSTEM	OIL / MONTH	PER MONTH	PER DAY
Go 130	43 ml	£4.71	**16p**
Go 200 / Flow 200	86 ml	£9.42	**31p**
Flow 500	154 ml	£16.75	**56p**
Flow 1000	288 ml	£31.42	**£1.05**
Pro 2000 / 5000	384 ml	£41.89	**£1.40**

Scent your entire boutique from 79p a day.

Illustrations use a 40% duty cycle, 30 days per month and standard library oil at £120/kg. Actual use varies with intensity, hours and airflow, and can be higher or lower. Standard library oil is £100/kg under an agreed annual supply or FYG Flex contract. Bespoke fragrance is priced individually. All prices exclude VAT.

TWO WAYS TO WORK WITH US

Own it. Or choose FYG Flex.

Own

Buy outright. Lowest lifetime cost.

Buy the system and purchase fragrance separately. The kit is yours. Twelve-month warranty as standard; twenty-four months on Pro. Go from £95, Flow from £395 and Pro from £995, with setup guidance. Pro installation is included as described on page 7.

- 12-month warranty (24 months on Pro)
- Standard library oil at £120/kg
- Library oil £100/kg on an annual supply agreement
- Upgrade credit if you move up the range within a year

BEST FOR: VENUES THAT WANT THE ASSET AND THE LOWEST TOTAL COST.

FYG Flex

Equipment and cover. Fragrance purchased separately.

System, swap-out cover and remote support in one monthly payment. Fragrance is purchased separately. Twelve-month minimum, rolling monthly thereafter. Attended Flow servicing is quoted separately.

SYSTEM	MONTHLY	WEEKLY	COVER / SERVICE
Flow 200	£49 / month	£12 / week	Swap-out + remote
Flow 500	£89 / month	£21 / week	Swap-out + remote
Flow 1000	£129 / month	£30 / week	Swap-out + remote
Pro 2000	£189 / month	£44 / week	Install + service
Pro 5000	£249 / month	£58 / week	Install + service

Standard library oil: £100/kg at contract rate.
Bespoke oil: quoted separately; 5kg minimum on every order.
Go systems are purchase only.

Fragrance is purchased separately with either route. Bespoke fragrance is quoted individually and has a minimum purchase of 5kg on every order, including reorders. Seasonal fragrance changes involve a separate fragrance purchase. Any additional service is agreed in advance.

Eleven fragrances, proven in trade.

Every fragrance in the commercial library is a scent our retail customers already buy and love as candles, diffusers and bath care, which is the point: your guests can take your atmosphere home. The Commercial Six below are our best-selling fragrances across five years of UK trade.

THE COMMERCIAL SIX

Rock Salt & Driftwood

The fresh one

Salt-crusted seaweed, cyclamen and water lily over warm amber.

Cedar & Jasmine

The spiritual one

Sparkling citrus into exotic jasmine, cedarwood and sheer musk.

Peony & Blush Suede

The floral one

Apple, soft plum and fragrant peony over rich musk and amber.

Damson Plum, Rose & Patchouli

The glamorous one

Opulent plum, cassis and berries on vanilla and clove spice.

Orchid Noir

The decadent one

Orchid and lotus wood with ylang, truffle and dark chocolate.

Lemongrass & Ginger

The feisty one

Tangy lemongrass and ginger root on creamy vanilla and patchouli.

AND THE WIDER LIBRARY

Lime, Basil & Mandarin · Cuban Tobacco & Oak · Black Pomegranate · Fireside · Frankincense & Myrrh

All eleven are held in stock as diffusion oil, ready to ship. Seasonal switching is encouraged: many venues run a fresh scent through summer and a warmer profile from October. If nothing here is quite yours, the next page is.

A signature scent, created for your brand.

FYG develops bespoke fragrances from your brand, space and creative brief. Development may be offered without a separate fee within an agreed scope. Sampling and refinement are agreed before work begins. Exclusivity and formula ownership are agreed separately in writing.

01 **LISTEN**
We sit with your brand: its story, its rooms, the feeling you want people to leave with.

02 **SKETCH**
Working samples follow the agreed brief and sampling scope.

03 **REFINE**
We review the samples with you and refine within the agreed scope.

04 **DELIVER**
Your approved fragrance is supplied under the agreed commercial terms.

BESPOKE PURCHASE TERMS

Minimum 5kg on every production order, including reorders.
Priced individually for the approved formulation.
The minimum is by weight, not volume.

CASE STUDY · BESPOKE COMMISSION

Paddington the Musical

The Savoy Theatre, London

When Dramatic Paws Ltd, the production company behind Paddington the Musical, wanted the show to reach one more sense, they commissioned FYG to develop a fragrance created specifically for the production: blended in-house, matched to the world of the show, and diffused throughout the auditorium of the Savoy Theatre through the FYG Pro already in service there.

One commission, one fragrance, one venue: scent as part of the storytelling. That is what bespoke means here, whether you are staging a West End production or opening a second gym.



GUEST AMENITIES

The scent continues in the bathroom.

Amenities are where scenting providers stop and FYG carries on. Our bath and body range runs the same fragrances as your ambient scent, so the atmosphere in your lobby follows your guest to the basin: hand and body wash, lotion, shampoo, conditioner, hand cream, bath salts and mini bath bombs, all available refillable.

Bottles are supplied filled or as labelled empties with five-litre jerrican refills, cutting both cost per room and single-use waste. Larger-format candles and diffusers complete the picture for lobbies, spas and suites.



THE COLLECTION

Hand & Body Wash / Lotion	500 ml · RRP £25 300 ml · RRP £20
Shampoo & Conditioner	500 ml · RRP £25 300 ml · RRP £20
Luxury Hand Cream	30 ml · RRP £12
Himalayan Bath Salts	250 g · RRP £10
Luxury Mini Bath Bombs	10 g · RRP £1.25 each

GUEST AMENITIES · PARTNER PRICES

Partner prices, published.

The same transparency as our running costs. Prices below are per unit, exclusive of VAT, for trade partners. pound of product per fill.

PRODUCT	SIZE	PARTNER PRICE EXC VAT
Empty labelled amenities bottle	300 ml	£3.95
Empty labelled amenities bottle	500 ml	£4.95
Filled bottle · hand / body wash	300 ml	£9.75
Filled bottle · hand / body lotion	300 ml	£9.75
Filled bottle · shampoo	300 ml	£9.75
Filled bottle · conditioner	300 ml	£10.50
Filled bottle · hand / body wash	500 ml	£13.95
Filled bottle · hand / body lotion	500 ml	£13.95
Filled bottle · shampoo	500 ml	£13.95
Filled bottle · conditioner	500 ml	£14.95
Jerrican refill with pump · wash	5,000 ml	£79.95
Jerrican refill with pump · lotion	5,000 ml	£79.95
Jerrican refill with pump · shampoo	5,000 ml	£79.95
Jerrican refill with pump · conditioner	5,000 ml	£82.95



All amenities are fragranced from the same library as your ambient scenting, in your choice of scent.

Turn your scent into a revenue line.

Here is the part no machine-only provider can offer: your guests can buy your atmosphere. FYG candles, wax melts and gift sets retail at your till or front desk, so the fragrance guests fall for in your space goes home with them, with your margin on every sale. Scenting stops being a cost line.

Back to Basics Wax Melt Gift Set

RRP £7.50

Six 10 g wax melts in a gift box, each carrying a signature Back to Basics fragrance. The impulse price point that introduces guests to the range.

CANDLE GIFT SET COLLECTIONS · 3 × 75 G HAND-POURED CANDLES · RRP £36

The Invigorate

Rock Salt & Driftwood · Damson Plum, Rose & Patchouli · Cedar & Jasmine

The Indulge

Lemongrass & Ginger · Orchid Noir · Black Fig & Vetiver

The Iconic

Lime, Basil & Mandarin · Peony & Blush Suede · Black Pomegranate

The Ignite

Frankincense & Myrrh · Fireside · Cuban Tobacco & Oak

Counter display units, till-point merchandising and staff training are part of the partnership. Trade pricing on request; the full FYG retail catalogue is available for stockists.

IN SERVICE ACROSS THE UK

Where FYG is already working.

CULTURE & HOSPITALITY · LONDON

The Savoy Theatre

FYG Pro fragrancing the entire auditorium at one of the West End's most storied venues, now diffusing the bespoke fragrance created for Paddington the Musical.

DEPARTMENT STORE RETAIL

Blarney Woollen Mills

Scenting at department-store scale, where atmosphere earns its keep in dwell time and the fragrance is part of the merchandising.

FITNESS · MULTI-SITE

Kingfisher Gyms

App-managed scenting across sites, scheduled to opening hours from one dashboard: freshness as part of the membership experience.

PREMIUM LEISURE

The Marlow Club

A club environment where scent signals care, from reception through to changing rooms.

BOUTIQUE FITNESS

Forest House Gym

Proof the model scales down as well as up: boutique spaces, right-sized systems, running costs in pennies.

References available on request. We would rather you spoke to our venues than took our word for it.

FYG

It is our belief that emotion and scent are entwined.

TREES PLANTED

More than 75,000 trees planted through our Greenspark partnership.

VEGETABLE WAX

Candles poured in 100% coconut and non-GMO rapeseed wax.

REFILLABLE

Amenities designed around refill, not landfill.

UK MADE

Fragrances developed and products finished in the United Kingdom.

START WITH A CONVERSATION

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Commercial terms updated 22 November 2026. Prices exclude VAT unless stated. FYG Flex has a 12-month minimum term and is subject to status. Fragrance is purchased separately. Bespoke fragrance has a 5kg minimum on every order, including reorders, and is priced individually. Running costs are estimates based on the assumptions on page 8. Find Your Glow Ltd.