

The Summit

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Funny Smell



Cartoon courtesy of
shorelines art

www.shorelinesart.co.uk

According to the New Scientist our sense of smell is the one sense most closely connected to our emotions and memory. The science journal goes on to say that some retailers are already spraying various 'scents' in their shops. Following research which found that when feminine scents and perfumes were sprayed around clothing departments sales increased, De Beers the diamond merchants began scenting its shops in Manhattan and Los Angeles with the scent of flowers. Sony is thinking of taking

this further by not simply scenting its stores and carrier bags but impregnating the plastic used in its gadgets with scents. Research into the use of scents by retailers is difficult to undertake as few will admit to using such 'subliminal marketing'. ?

Source The New Scientist

Shoover

Electrolux have come up with a pair of shoes that suck up the dust as you walk, after research found that 28% of us now vacuum daily. The shoes have a small rechargeable engine that powers a laser sensor which automatically turns the suction on and off. The shoes are made out of green nylon, have a flexible sole and a built in elastic sock for comfort. ?

Source the Week

No more washing?

A new fabric coating that makes fabrics repel water, resist stains and kills of bacteria has been produced. The coating uses nanoparticles that 'hook' fibres and chemicals that can be introduced for different fabric uses. It is expected that the company involved will produce fabric for sportswear, catering uniforms and hospital bedding. The new coating has been used by the U.S. military to produce underwear that does not have to be washed for weeks! ?

Source the Week

What are our clients doing?

Lifesplan4fitness has launched its website. <http://www.lifesplan4fitness.co.uk> Lynne Nuttall runs her unique training programme from a private and secluded gym in the beautiful Staffordshire countryside. The residential Lifesplan programme, which takes in mind, body and soul, takes place midweek. [Cottage and hotel accommodation](#)

[are available.](#) In addition to the Lifesplan programme Lynne also offers the less demanding and popular Walk-fit weekends with gentle exercise, stretching and meditation combined with guided and non guided walks. ?

Web site News

New this month

[Read any article about web sites and search engine optimisation and you will find mention somewhere of the value of adding quality content to your site. But why should we do it, what is it and what are the advantages of adding quality content?](#)

Pot Noodles

The inventor of instant noodles died in January aged 96. Momofuko Ando was born in Taiwan in 1910. His first business venture, a clothing company, didn't work out and he was declared bankrupt. At the end of the Second World War he saw

people in Japan queuing for food and he had the idea for his easy to produce food instant food. His idea was to come up with a food product to help the ordinary Japanese when food was in very short supply. He experimented in a shed in his garden but it actually watching his wife making tempura that he hit upon the idea of drying the noodles. He launched his first instant noodle called Chicken Ramen in 1958. The first cup noodle was launched in 1971 and in 2005 a vacuum packed noodle was taken into space by the Japanese Astronaut Soichi Noguchi. Ando built a multi million dollar business empire and in 2006 he was planning a conference, for businesses involved in the production and sales of instant noodles, in Osaka. ?

Source the Times on Line.

Networking

Sylvia Tidy-Harris is managing director of womenspeakers.co.uk. She writes in this Telegraph on line this month about networking. Responding to an enquiry posted on an Internet business network asking for advice on the ethics of taking a commission for passing on referrals, Sylvia Tidy-Harris says that 'seeking referrals and touting for work are the very essence of business networking'. She cites this case as highlighting the difference between men and women in their attitude to networking and goes on to say that 'you would not find a man declaring their surprise at referral commission'. Quoting an example of networking at its best Sylvia Tidy-Harris tells how when on holiday in Antigua on an organised trip a mix of people from around the world in a minibus began networking. The result – Sylvia Tidy-Harris secured business from a foot specialist and one senior banker engaged the services of a divorce lawyer! ?

Source the Telegraph

More Web Site News

Now you can see where the cabinet meet and where the prime minister entertains visitors. Our web site of the month is www.number-10.gov.uk. Take a virtual tour of number 10 Downing Street and discover fascinating historical detail about the fixtures and furnishings.

When I'm 64

Senioren Supermarket in Berlin caters for pensioners. With this in mind trolleys available can be adapted in case you need to sit down and they also come with magnifying glasses. Speaking scales are available when you weigh your fruit and vegetables and floors are slip proof. What if you are under 65 – you can still use the supermarket as long as you adopt the slower pace.?

Source the Week

Fizzy Drinks

In 1770 Dr. Joseph Priestley devised a pumping apparatus to show that water could be injected with carbon dioxide. By 1790 a London based Geneva jeweller Jacob Schweppe began selling soda water. In the 19th century advertising of carbonated drinks emphasised the health benefits. Coca cola launched in 1886 was advertised as 'brain tonic' and in 1901 a Robert Barr in Scotland introduced Iron-Brew which was made from fruit extracts and iron salts. Until 1924 consumers could not see the contents as drinks bottles were made of stone. In 1924 Fred Pickup launched a rival to Coca Cola in 'Tizer' which was sold in pint sized transparent glass bottles. The fizzy drinks market has gone full circle with new products on the market promoting the health benefits of their fizzy drinks. ?

Source the BBC History magazine