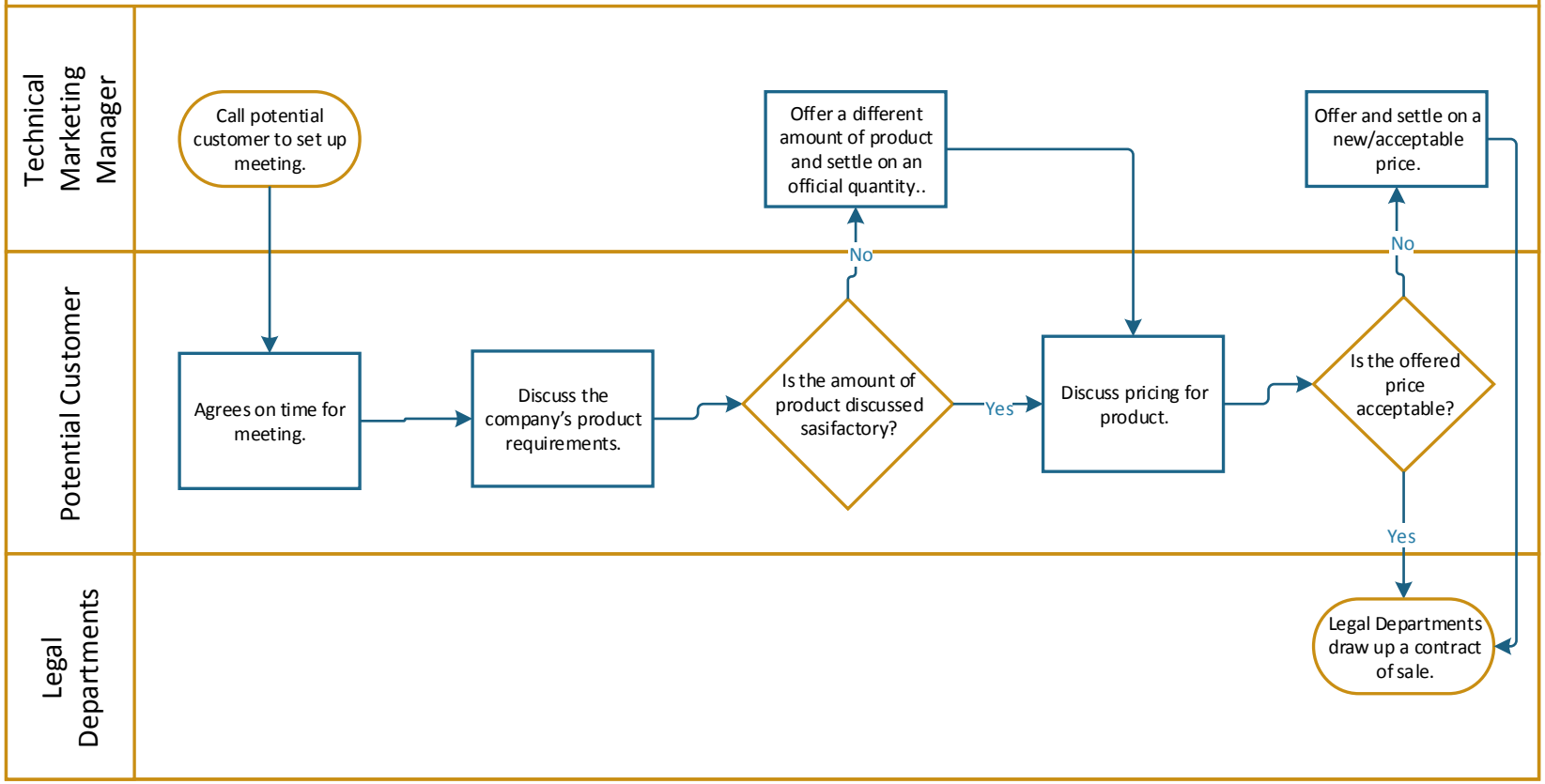Courting a New Customer in the Gas Odorants Industry