





## Template example 1

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### Your needs:

- To measure the well-being and satisfaction brought by the use of your products
- To show qualities and defects of your products compared with consumer expectations
- To develop and improve cosmetic products as well as reacting to competitors
- To assess the validation or the influence of either brand, product name, packaging, or price
- The help the decision making while selecting the raw material
- To study the influence on the product preference in consequence of changing the process or the raw material



### Our answers:

- Quantitative hedonic studies:
  - Blind tests
  - Acceptability
  - Preference tests
  - Multi-site studies
  - Tests performed at home or in a laboratory
- Descriptive quantitative studies:
  - Sensorial profile
  - Flash profile
- Qualitative studies:
  - Focus group
  - Individual interview
- Preference cartography
- Consulting and training



### How we find solutions:

- Scientific team consistent of 50 people: engineers, marketing consultants, psycho-sociologists, expert members of the Sensorial Assessment Committee (AFNOR, Association Française de Normalisation)
- Specialised software for treatment of inquiry data and sensorial evaluation (FIZZ®)
- Laboratory space according to V09-105 standard:
  - 4 Rooms controlled by air-condition and hygrometry
  - More than 90 normalised cubicles
  - 1 Masking room for home test products
  - Rooms with video equipment and two-way mirrors for group discussion
- Interviewers visit the home of panellists in order to present the test products and to collect the panellists' opinions
- Survey database of about 26,000 people in France of which a third is renewed annually; database includes consumers located in France (Paris, Aix-en-Provence, as well as Nantes) and all over Europe
- Data base with volunteers from Europe and the US



### Your industry is our focus



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VOC emissions for EU Construction Products Directive - Test method now approved  
VOC emissions for EU Construction Products Directive: Test method now approved. After some more actions, all concerned CE marked construction products will show their VOC emissions in their declarations of performance, if they are distributed in a country with related national regulation.

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