



The Institute for Sensory Research

Meaningful Research. Actionable Solutions



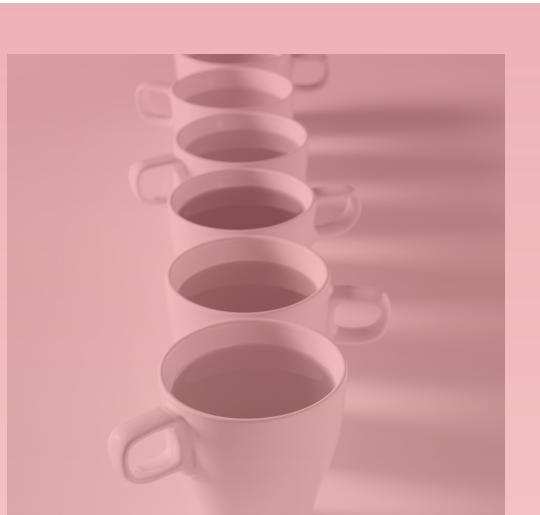
Wherever you are in the product development cycle, ISR has the sensory research solutions you need.

At the Institute for Sensory Research, we craft custom research to provide insightful understanding of what drives product preferences and decision making. We create actionable solutions that build the bridge between where you are and where you want to be.



In sensory research, experience matters. At ISR, we have been conducting full-service sensory research since 2000.

- Flexible and full-service research solutions
- Personal care, home care, food and beverage sensory research
- Panel screening, training and administration
- Standing discrimination and descriptive sensory panels
- ASTM-standard personal care and food/beverage booths
- Test kitchen, focus group & conference room research facilities



Defining the Sensory Space

Hybrid Descriptive Analysis
Preference Mapping /Category Appraisal
Flash Profiling
Time Intensity
Temporal Dominance of Sensation

Determining Product Differences

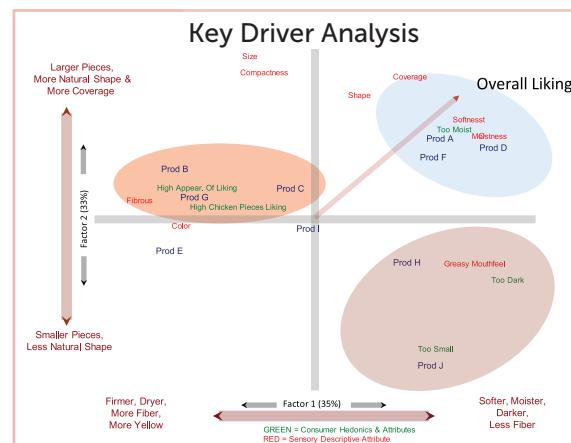
Discrimination Testing
Shelf-life Studies
Round-table Tasting / Product Screening

Customized Solutions

Going beyond standardized testing, we listen to your needs to craft sensory guidance solutions based on your objectives, timelines and budget.

Confident Results

Our approach links established sensory and scientific methodologies with strict quality controls at the facility and panel level to provide reliable research results for confident decision making.



Your site. Our site.
The industry's best
sensory panels

Whether you need your own on-site panel, a panel at our location designed for you, or a trained descriptive panel that you can use as needed, we offer flexible panel solutions to align with your sensory research needs. And, all panels are screened, trained and managed with our signature, scrupulous attention to the scientific principles of sensory research.



ISR is owned by Reckner

Proudly adhering to the code of ethics set forth by CASRO, MRA and ASTM



info@sensoryguidance.com

914.696.5155

www.sensoryguidance.com