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YOUR ONE-STOP SHOP FOR PRODUCT TESTING

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PRODUCT DESIGN – VALIDATION – OPTIMISATION

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Sensory & Consumer Solutions is the perfect partner for product innovation.

We support companies throughout the decision-making process related to product development: from ideation to research strategies, from data collection and analysis to laboratory design.

We provide services and tools designed to address a wide range of operational needs:

- Dedicated software. Our proprietary software can manage all aspects of sensory and consumer tests. An essential tool for the digitalisation of product evaluation processes.
- GreyFox, a specialised consultancy service with a dedicated team focused on sensory evaluation and product testing.
- Technical training and operational support for laboratory design and the implementation of sensory programmes.

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Services, tools and spaces for product testing

Thanks to an integrated offering that combines Services, Tools and Spaces, we transform sensory analysis and consumer testing into a rigorous, manageable and reproducible strategy. Each project requires a different level of support: our team works alongside you with a tailored approach, from methodological setup to day-to-day operations.

SERVICES

Consultancy, training and hands-on support to ensure rigorous, reproducible tests aligned with project objectives. Direct execution of sensory and consumer tests at our laboratories.

TOOLS

Proprietary software for managing sensory and consumer tests, usable independently or with our support.

SPACES

Advisory on the design of product testing facilities, including furniture and sensory booths, developed in compliance with methodological requirements.

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Data, methods and tools for stronger decisions

We work with companies across multiple industries that aim to base their strategic decisions on reliable data and validated tools.

We support R&D, QA/QC and Marketing teams with:

- Specialised sensory and consumer consultancy
- Training and operational support
- Dedicated software for in-house and remote test management
- Design of sensory facilities
- Third-party testing services at our partner laboratories

Industries served:

Food & Beverage – Home & Personal Care – Cosmetics & Pharmaceuticals – Retail – Applied Research

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Our software: powerful, flexible, customisable

A comprehensive tool to design and manage sensory and consumer tests with precision and speed.

All-in-one platform – Choose from 20 pre-configured test protocols.

Modular software – Build a sensory suite that evolves with your needs.

100% customisable – Create tailored studies and easily adapt them over time.
User-friendly – Intuitive interface, accessible from any device, both cloud-based and offline.

Advanced tools in a simple interface
Design surveys and build complex test sequences with drag & drop. Randomise sample presentation in just a few clicks.

Data analysis
Every data point is an insight. Connect them to shape the future of your products.

AI Survey Tool
Generate surveys in seconds from a simple prompt thanks to integrated AI. Deliver multilingual questionnaires.

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Analyse. Measure. Understand.

Create surveys with our AI-powered tool, manage panels, analyse responses, obtain key insights.

Ready to test in less than one minute.

Choose the methods and build your customised installation.

Discriminative, Descriptive-Quantitative and Hedonic Tests
Determine whether products are perceived differently, measure the intensity of their attributes and identify drivers of liking.

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Greyfox - accelerating product development from idea to market

GreyFox is our dedicated consultancy and training area for sensory and consumer research.

We help companies design, validate and refine their products starting from real consumer expectations and concrete market needs.

When should GreyFox be activated?

- Early stages of product development or renovation
- Identification of consumer choice drivers
- Validation of strategic market segmentation
- Analysis of consumer perception throughout the entire product shelf-life
- Execution of sensory and consumer tests at our laboratories

BUILDING KNOW-HOW AND AUTONOMY

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A hands-on, context-driven approach.

Our long experience in the development of food products and our knowledge on food processing technologies allows us to select and adapt the sensory and consumers methods to help our clients' decision making process.

PRODUCT DEVELOPMENT AND REFORMULATION

- Ingredient substitution
- Recipe and production process optimisation
- Evaluation of the sensory impact of changes
- Support for R&D and QA/QC decision-making

Understanding if the modifications are perceived and how

CONSUMER SHELF-LIFE STUDIES

- Sensory monitoring of products
- Acceptability threshold
- Integration between sensory and quality control data

Determining the real shelf-life, as perceived by the user

CONSUMER RESEARCH FOR NEW PRODUCT LAUNCHES

- Concept and prototype testing
- Liking and preference assessment
- Purchase intent analysis
- Go-to-market decision support

Reducing the risk of market failure

TARGET, POSITIONING AND COMPETITIVENESS

- Choice of the segmentation strategy
- Analysis of product perception
- Competitor positioning studies
- Support to marketing and communication decisions

Aligning the product, the consumer and the message

Spaces, labs and furniture for sensory analysis

We build projects together with our clients, for both temporary and permanent facilities, ensuring functionality, comfort and compliance.

Spaces that make the difference

The quality of lab facilities influence the reliability of the data, that's a fact.

We design and create spaces and labs capable of ensuring the best comfort, usability and compliance with methodologies.

Modular customised solutions

- All-round labs and dedicated areas
- Fixed, mobile and collapsible booths
- Tailored furniture
- Temporary or fixed installation

"We put consumer and their needs at the centre of our actions"

Discover how to improve your sensory analysis and consumer testing process with Sensory & Consumer Solutions

Talk to our experts