



P&K

Peryam & Kroll Research Corporation is one of the country's leading consumer product research companies. The company is dedicated to helping clients create tangible quality and service for their customers, by determining the attitude of the marketplace toward concepts, products and services.



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*Peryam & Kroll offers the location, the facilities, the professional staff, the experience and the expertise required to*

Founded forty years ago by two pioneers in sensory and market research, the company has beginnings in the original work done in consumer product testing, and can boast experience and expertise in all areas of consumer packaged goods and consumer-oriented services.

P&K is a vertically-integrated company, providing a complete range of services to give customers the competitive advantage in the development/marketing process. They do concept development; concept, package and new product testing; product optimization and recalibration; in-home and marketplace testing as well as research, development testing and commercialization testing. Commercialization testing includes all forms of quality testing (ingredient, in-process, end-point) and scale-up evaluations.

P&K has a countrywide consumer data base in excess of 100,000. They will design the test, write the questionnaire, implement the study, analyze the data, prepare the reports and present the findings. Or, they will handle any part of a research project.

Because of this vertical integration the company is able to maximize the test while minimizing the cost. P&K is designed to be the perfect consumer product research organization.

Flexibility is a major part of their client service philosophy, and P&K will customize to client protocols, follow client standards and adapt to virtually any reporting or administrative method. What they will not do is anything that violates the integrity of the research, or in any way jeopardizes the accuracy of a test.

P&K applies strict scientific methods to handling product and conducting tests. Their Midwest and West Coast facilities probably the most modern and comprehensive testing facilities in the world are designed to achieve absolute precision in testing. When they are conducting tests in any of 60 satellite locations around the country, P&K's own food scientists or consumer product experts, trained at one of the central locations, bring the same scientific method and accuracy to the project.

1. The full working restaurant can be arranged in cafeteria, cafe or white linen service configurations.

2. Laboratories emulate institutional, residential and fast food kitchens. Dozens of large and small appliance duplications assure accuracy and efficiency.

3. Sophisticated computer operations maintain confidentiality and expedite report delivery

4. Focus room suites include multiple viewing and work rooms that can be formatted to meet any interviewing requirement.

5. Consumer testing of health and beauty aids, hair products, cosmetics and personal products are a Peryam & Kroll specialty.

6. Serving alleys can be configured for one-on-one interviews, carousel serving and odor testing.



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*meet the consumer testing needs of any packaged goods or consumer services client.*



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The company was co-founded by Beverley J. Kroll and the late Dr. David R. Peryam, one of the first people in the country, possibly the world, to work in psychophysical testing. He was co-developer of several classic tests, and was responsible for the development of the most popular scaling technique in use in the world today, the nine-point hedonic scale. He is often called the Father of Sensory Research.

Bev Kroll, a trained behavioral scientist, is also a pioneer in the market research field. She began her career in industrial food technology, food preparation and new products research. For several years she headed the Sensory Department of the Food and Container Institute for the United States Armed Forces. As the role of consumer research became more important to packaged goods and consumer service companies, she brought a special knowledge of sensory/product research to bear on consumer product and service marketing. Bev is renowned as a researcher/consultant for key brand development.