



P&K research

THE GO-TO-PEOPLE IN PRODUCT INSIGHTS

FULL SERVICE | CUSTOMIZED | INNOVATIVE

P&K Research is dedicated to helping its clients succeed in the global marketplace by providing innovative research services to help them identify key consumer insights that drive the purchase of their brands or services.

WHAT SETS P&K APART?

OUR EXPERIENCE – Fifty years of experience helping marketing and R&D make the right decisions. We have been pioneers in the field of sensory and marketing research. Our testing experience spans food and beverage, personal care, household products, and fragrance and cosmetics.

OUR PEOPLE – Our 300+ person staff includes more than 50 professionals with diverse backgrounds in marketing research, sensory science, experimental psychology and food science. Our large operations group supports fieldwork and data processing staffs. And our statistics group supports with custom analytics and consulting expertise.

OUR METHODS – P&K has a record of contribution to the fields of sensory and marketing research. We have developed methods that are now industry standards. P&K's custom analytics toolbox includes consumer segmentation, product optimization, preference mapping, conjoint and penalty analysis.

OUR RESOURCES – P&K operates four key testing centers located in Chicago, New York, Los Angeles and Dallas. These facilities offer a variety of testing room configurations from classrooms, focus suites, one on one rooms, controlled odor rooms and more. P&K also conducts research nationwide through affiliated field agencies that have been carefully screened for quality.

Peryam & Kroll offers a broad range of custom quantitative and qualitative research products:

- Product Benchmarking
- Category Appraisals
- Product Prototype Screening
- Product Optimization
- Concept/Product Fit
- Claim Substantiation
- Shelf-Life Assessments
- Quality Monitoring
- Consumer Needs Explorations

WWW.PK-RESEARCH.COM

PERYAM & KROLL
RESEARCH CORPORATION
6323 N. AVONDALE AVE.
CHICAGO, IL 60631

CONTACT US TODAY AT
INFO@PK-RESEARCH.COM
800-747-5522