

Peryam & Kroll



Providing reliable marketing direction for nearly 50 years.

Peryam & KrollSM

Founded by research pioneers, staffed by leading-edge practitioners, capable of delivering quality data quickly and economically, Peryam & Kroll is the ideal full-service consumer product, healthcare, media, sensory and marketing research firm. The company has every service, every facility and every expertise needed by pharmaceutical firms, entertainment companies, packaged goods and consumer service clients to successfully market their products and services. This vertical integration maximizes productivity while minimizing costs..

is dedicated to helping our clients succeed expeditiously in the global marketplace by utilizing strict scientific method to determine the attitude of that marketplace toward client services, concepts and products.

Beverly Krall

Chicago



Research Design and Development

Well-designed research provides more valuable data for less cost. P&K is in the forefront of procedural and questionnaire development, often participating in initial concept discussions, developing objectives and designing the tests.

Knowledge of scaling techniques and their utilization in the assessment of behavior and attitudes, together with a wide-ranging experience with testing methodology, quickly matches research to the objective.

Another significant skill of the P&K research staff is the language of product characteristics. This special competence helps devise unambiguous communication with consumers, just as product experience anticipates properties likely to be relevant.

Precise Implementation of Tests

Accuracy of test results is issued by the application of strict scientific method to the handling, preparation, presentation, coding and analysis of products and questionnaires. When tests are conducted in a satellite location, P&K scientists are on site to bring the same scientific methods and precision to the project.

Analysis and Interpretation

It is in the analysis of the data that marketing research often fails. P&K's sophisticated data analysis programs quickly deliver customized reports and projections in electronic or hard copy formats with multi-color graphs and charts. By combining the precision of analytical techniques with the insightful interpretations that come from years of experience, Peryam & Kroll achieves the highest level of reliability. Clients can be secure in applying the results to formulations, advertising, packaging and other marketing decisions.



Consumer Testing Facilities

The scope and flexibility of P&K's equipment and facilities for consumer product testing is unparalleled. Isolation booths with controlled lighting and ventilation eliminate sensory distractions and offer exceptional accuracy. Serving alleys and pass-throughs maintain the integrity of the booths.

For food products, P&K has completely outfitted residential and commercial kitchens, several restaurant formats and institutional serving lines that can replicate virtually any home, institutional or restaurant cooking/serving conditions. In addition, Peryam & Kroll can install a client's custom equipment to exactly duplicate a specific environment.

For hair care and health and beauty aids (HBA), a professional salon is available. For adult beverages, a lounge setting is available. There are appropriate settings for household products, car maintenance products and automotive parts, or a dozen other scenarios.



Consumer Data Base

Peryam & Kroll maintains a data base of 300,000 consumers available in Chicago, Los Angeles, Dallas and some 60 other metropolitan centers. The demographics are controlled and cataloged to guarantee consumer panels with applicable characteristics. Ongoing tester recruiting maintains a base of consumers with no or minimal testing experience.



Trained Panels

P&K is skilled in training panels for descriptive and discrimination work. The company maintains custom and generic panels to do periodic benchmarking or quality control testing.

Special Populations

Through the years P&K has acquired special expertise in testing such important but unusual populations as children, the elderly, ethnic groups, consumers of particular pharmaceuticals, people with dental work, etc.



Ideation and Product Concept Development

Moderators trained in facilitating the creative process provide name generation, product ideation and concept development services for foods, hard goods, automotive, HBA and other consumer package goods. P&K can develop concepts, test the concepts and/or prototypes and suggest packaging direction, all in a matter of several weeks.



Product Optimization

Peryam & Kroll's skills include such development processes as product optimization, recalibration and all forms of quality control programs. Quality engineers conduct scale up evaluations and such quality testing, as ingredient, in-process and end-point.



Marketing Research

Peryam & Kroll's experience in the planning and implementation of marketing research goes back nearly five decades. Every type of preference study is offered, from telephone and mail surveys to nationwide test panels and in-home placements.

Competitive Audits

Among the other special services of P&K are in-store audits, including competitive product monitoring and testing. The competitive audits are customized to reflect the important characteristics of the client product. They include paired comparison, preference and reasons for preference, hedonic preference ratings, attribute evaluation, usage and demographics. The resulting data can be used for product positioning, establishing a preference database or projecting performance against the competition.



Focus Group Facilities

Modern focus group interview suites are available separately from sensory and marketing research, or for clients who want to conduct research guidance tests as part of the sensory project. The spacious accommodations include large interview rooms with audio feed, viewing rooms and equipment rooms for audio and video taping. Kitchen facilities are available, as are refreshments, hostess service and trained moderators.



Peryam & KrollSM *is a family-owned company, able to make client-oriented decisions rather than pleasing investors or a board of directors. Professionalism and pride in their reputation as*

Before they founded their company in 1957, David R. Peryam, Ph.D., and Beverley J. Kroll, BS, MA, were founding the science of consumer testing. The two were pioneers in the sensory field, and their research and development work constitutes the foundation of the current practice of sensory and marketing research.

The late Dr. Peryam is often called the Father of Sensory Research. He was one of the first in the world to work in psychophysical testing. He was the developer of the 9-point hedonic scale, the most commonly used scale in the world for sensory testing, and co-developer of several other classic scales and testing techniques. He was part of the Seagram quality investigation, which foreshadowed the application of psychometrics to food evaluation.

Behavioral scientist Kroll is an internationally recognized expert in consumer product testing. She was one of the early practitioners of industrial food technology and new product research. Her collaboration with Dr. Peryam began at the Food and Container Institute for the United States Armed Forces, where they developed the food acceptance and sensory testing program. She is renowned as a researcher/consultant for key brand development.

Jeff and Dan Kroll, highly-trained sensory scientists whose academic backgrounds have been enriched by years of working experience alongside sensory research pioneers, are maintaining the high standards of Peryam and Kroll. They have played key roles in the organization since 1982.

Locations

Midwest, South and West Coast Headquarters
30 Metropolitan Satellite Locations

Service Areas

Concept Testing
New Product Testing
Product Formulation Studies
Descriptive Testing
Discrimination Testing
Preference Testing
In-Home Placement
Claim Substantiation
Patent Validation
Efficacy Testing
Product Equivalency

Professional and Support Staff

75 Professionals
Sensory and Food Scientists
Statisticians
Data Processing Specialists
Ideation Moderators
Quality Engineers
300 Support Staff
60 Satellite Testing Associates

Food and Beverage Testing

Dairy Products
Fresh and Processed Meats
Confections
Baked Goods
Soft Drinks and Juices
Beverage Alcohols
Grain and Cereal Products
Fast Foods
Frozen Meals
Ethnic Foods
Ingredients

Practice Specialties

Health and Beauty Aids
Skin Care Products
Hair Care Products
Deodorants
Fragrances

Odor Testing
Fine Fragrances
Deodorants
Fragrances
Deodorizers

Automotive
Aftermarket Parts
Car Care Products
Quality Control Checks
Ergonomic Efficacy

OTC Pharmaceuticals
Vitamins
Cough and Cold Remedies
Antacids
Nutritional Supplements

Advertising
ATU / Tracking
Packaging
Ad Testing

Ideation
Name Generation
Product Concept Development
Ideation Facilitators

Facilities and Equipment

75,000 sq. ft. of testing facilities
Odor Testing Rooms
Beauty and Hair Salon
Cocktail Lounge
Ice Cream Parlor
One-on-one and Class Rooms
70 Telephone Survey Stations
Water Filtration Systems
White Linen Restaurant
Institutional Feeding Line
Cafeteria and Cafe Restaurants
Sensory Controlled Booths
Custom Recruiting Facilities

Commercial Kitchens
Convection Ovens
Deep-fat Fryers
Grills
Commercial Refrigerators
Vent Hood and Black Iron Duct-
work for Custom Installations

Residential Kitchens
30 electric ovens
20 microwave ovens
Multiple matching electric stoves
Miscellaneous cooking devices

4 Complete Focus Room Suites
Spacious Interview Rooms
Audio Feed
Viewing Rooms
Audio and Video Taping
Kitchen Facilities
Hostess & Refreshments
Multi-Lingual





75,000 sq. ft. of marketing and sensory research testing facilities



Dallas



Chicago Headquarters



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