

# Optimizing Sensory Performance for Product Success

*Sensory testing and product evaluations from UL-STR help launch products that delight consumers.*

UL-STR's trained sensory and consumer panels help you optimize your products for their preferred sensory characteristics. Our industry knowledge, analytical expertise, and technical skill come together in our state-of-the-art facilities to help ensure that your products have what it takes to influence consumer purchase decisions and build brand loyalty.

## Sensory Services

- Trained Descriptive Panels
- Shelf-life & Stability Studies
- Degree of Difference Testing
- Product Cuttings
- Claim Substantiation & Product Optimization
- On-site Sensory Testing & Product Evaluation

## Consumer Studies

- Central Location Tests
- Consumer Panels
- Home Use Tests
- Focus Groups
- Preference & Parity
- Concept Testing
- Category Reviews

## Training & Consultative Services

- Sensory Specification Development
- Screening & Training Programs
- Taste & Odor Acuity
- Competitive Assessments
- Questionnaire Development
- Statistical Analysis
- Trend Interpretation

Trusted the world over, UL-STR is an independent provider of quality assurance testing, audit, inspection and responsible sourcing services for the consumer products industry. Our reach encompasses over 30 countries across five continents and the capability to provide audit services in over 140 countries. Our customized solutions help clients produce products that comply with industry standards, and meet consumer expectations.

## Put UL-STR to Work for You

For more information on all the ways you can rely on UL-STR to help you optimize the sensory characteristics of your products, contact [sensory@strquality.com](mailto:sensory@strquality.com) or visit [strquality.com/sensory](http://strquality.com/sensory).

UL-STR's proprietary TAQA<sup>®</sup> (Technically Advanced Quality Assurance) product evaluation program is based on recognized U.S. and international standards, including FDA and USP, and offers the ultimate quality assurance protection for your brand.

Our ability to integrate sensory services with analytical and physical testing provides:

- Enhanced understanding of your products' marketable characteristics
- Identification of product performance and risk indicators, correlated with analytical data

