Optimizing Product Sensory Performance

A consumer’s direct sensory experience with a product often plays a major role in that product’s market success. Sensory testing and product evaluations from UL help launch products that delight consumers.

Sensory attributes play a major role in your target consumer’s experience with your products. Consumer insights can help uncover development, design, and marketing essentials that you will need for a successful product launch.

To minimize returns and maximize repeat purchases, it is crucial that your sensory cues accurately match the description delivered in your marketing and on your packaging.

UL’s trained sensory panels evaluate your products for consistency of their preferred sensory characteristics, and assess for optimization. Consumer panels help you measure pre-launch market acceptance, and enhance product features to maintain a competitive advantage.

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.

UL’s unique 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

For more details on how UL can help optimize your products contact Sensory@ul.com or visit ul.com/consumer-products.
SENSORY SERVICES
• Trained descriptive panels
• Shelf-life and stability studies
• Degree of difference testing
• Product cuttings
• Claim substantiation and product optimization
• On-site sensory testing and product evaluations

CONSUMER STUDIES
• Central location tests
• Consumer panels
• Home use tests
• Focus groups
• Preference and parity
• Concept testing
• Category reviews

TRAINING AND CONSULTATIVE SERVICES
• Sensory specification development
• Screening and training programs
• Taste and odor acuity
• Competitive assessments
• Questionnaire development
• Statistical analysis
• Trend interpretation

Since 1894, UL has been a respected leader in safety science. Today, UL is advancing its commitment to protecting people, products and places through expert advisory and independent quality assurance testing, inspections, and assessments for a wide range of consumer products. Our network of more than 131 laboratory testing and certification facilities in 39 countries helps drive the integrity of global supply chains, optimize product performance and protect brands.

For more details on how UL can help optimize your products contact Sensory@ul.com or visit ul.com/consumer-products.