



The Institute for
Sensory Research
Sensory. Science. Success.



Product & Sensory Testing Facility

A multi-functional facility with specialized sensory capabilities, just 45 minutes from Manhattan. Totally flexible multi-purpose / focus group room, 23 food & beverage booths, 12 personal & household care booths, a well-equipped test kitchen, and a full loading dock with elevator. An additional seven product testing rooms are located in our Milwaukee facility.

Location

- 20 minutes from Westchester County Airport
- 30 minutes from LaGuardia Airport
- 45 minutes from Kennedy Airport and Manhattan
- 40-minute train ride from Grand Central to Mamaroneck Station
- Many hotels & restaurants within 5 minutes' drive
- Full-service cafeteria in the building

Personal & Household Care Booths (12)

- 21" HD touch-enabled, centrally-managed computers with camera, microphone and speakers in every booth
- Overhead and sconce lighting. Color masking available.
- Large 12" x 18" serving doors to product preparation area
- Completely washable surfaces, including ceiling and wall
- Programmable HVAC system with 100% individual lab exhaust to the building's exterior purge mode with temperature control, and negative pressure for fragrance encapsulation within each individual lab.
- Sink, mirror and counter

Test Kitchen & Lab (18' x 30')

- Walk-in cooler
- 40 cu. ft. commercial freezer space
- Ice machine
- 9' commercial vent hood with fire system
- Three electric ovens
- Ten microwave ovens
- Short cycle commercial dishwasher

Multi-Purpose Room (23'x36')

- Seats 25 classroom style or 40 theatre style
- Configurable to 10 individual interviewing booths
- Totally flexible space

Focus Group Room

- Focus group room seating up to 15
- Private client lounge with CCTV via four 4K screens and two HD pan-tilt-zoom cameras
- Wireless internet and ethernet connections
- DVD recording and audio recording
- HD Skype-enabled conferencing and complimentary password-protected videostreaming

Food & Beverage Booths (23)

- 21" HD touch-enabled, centrally-managed computers with camera, microphone and speakers in every booth
- Overhead and sconce lighting. Color masking available.
- Large 12" x 18" serving doors to product preparation area
- Completely washable surfaces, including ceiling and walls
- Programmable HVAC system with 100% individual lab exhaust to the building's exterior purge mode with temperature control, and negative pressure for fragrance encapsulation within each individual lab.

Product Testing Rooms (7, Milwaukee)

- Seven identical product evaluations rooms - each 14'6" x 9'6" x 9' (total 1239.75 cu.ft.)
- Hi-tech water temperature controls.
- Three HVAC settings (by individual room or group). Options: no vent, home vent (45 CFMs) and full purge (20 turns/hour, 400 CFMs).
- Each room equipped with electrical outlets, sink, mirror, counter, toilet and full size washer & dryer
- All washable surfaces, including ceiling, walls, fixtures and appliances
- Two fluorescent light fixtures per room, operated individually.



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test
kitchen
& focus
group/
multi-purpose
room



personal
& home
care
booths



food &
beverage
booths



client
lounges &
reception



product
testing rooms
(Milwaukee)



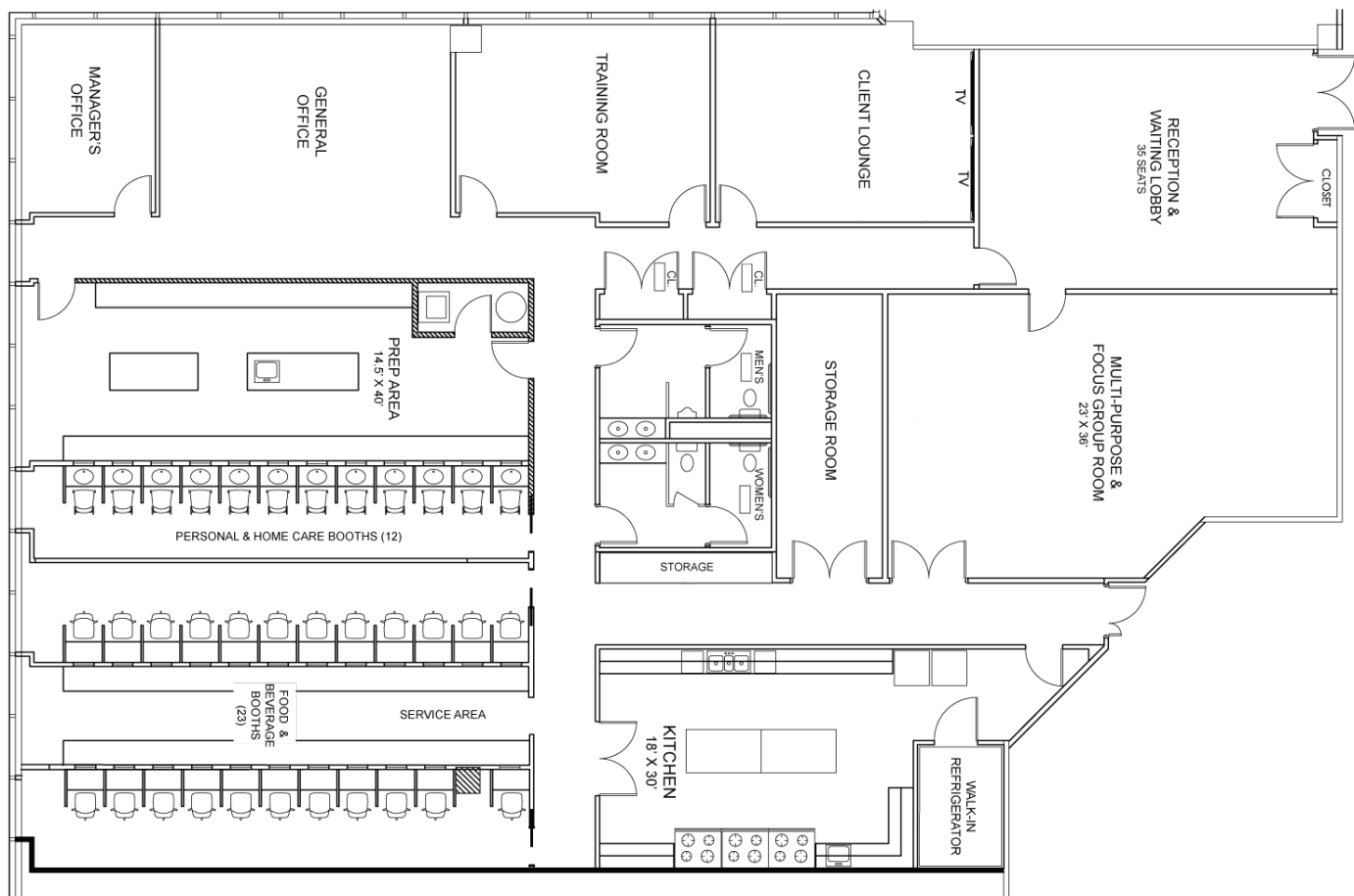


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Product & Sensory Testing Facility

Facility Floor Plan



Product testing rooms are located in Reckner Milwaukee facility (Oak Creek, WI).