

Boost for FMCG manufacturers as new research facility opens

Swift Research has expanded its innovative Innervations research centre to now include personal care services.

As part of an ongoing programme of investment, Swift Research has created a brand new facility for research into the personal care and hair care market. Four new wet rooms are each fitted with shower, pull-down seat, sink area, shaving mirror, extractor fan, one-way mirror and cameras with pan, tilt and zoom. One includes a water meter. Each has a wall-mounted screen and computer directly outside to allow respondents to give immediate feedback on their product experience.



Four enclosed wet rooms with individual viewing windows



Insight into consumer behaviour across a range of key categories



Remodelled Laundry Lab key to fragrance success



The Laundry Lab at Innervations has a bank of washing machines and dryers, allowing laundry preparation for “sniff testing” onsite and across the UK.

This invaluable resource allows FMCG manufacturers to test a range of fragrances in neat, damp and dry formats, supported by full project management from our laundry team experts.

The new Laundry Lab

Any questions or queries, please email innervations@swift-research.co.uk or call +44(0)1937 543600