

Boost for FMCG manufacturers as new research facility opens

Swift Research has expanded its innovative Innervisions 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.

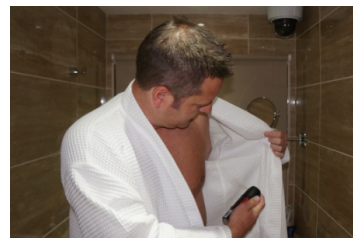
The viewing room includes viewing windows into the individual wet rooms, which can be used for a range of product tests. Through using this facility, FMCG clients will benefit from an acceleration of the product development process with expert support from Swift as a full service research agency. Our expertise and new facilities give FMCG clients the best possible chance of success.



► Four enclosed wet rooms with individual viewing windows



► Whatever the category, Innervisions allows you to observe first hand consumer behaviour with your products and concepts



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