



Herzog + Glaser
TESTSTUDIOS

Essen is an important business location in the Ruhr region, characterised by a strong presence in the energy, mechanical engineering and services sectors. The H+G Teststudio, with over 800 m² of studio space on 2 floors, is in a prime city centre location at the intersection of the two shopping streets 'Kettwiger Straße' and 'Limbecker Straße'. This ensures accessibility to a broad demographic spread of test subjects from both Essen and the surrounding area.

Essen
Frankfurt
Hamburg
Hanover
Leipzig
Munich
Nuremberg
Stuttgart
Berlin
Bochum
Cologne
Düsseldorf



www.hg-teststudios.de
www.teststudios-deutschland.de



Largest Provider in Germany

H+G Teststudio in Essen is proud to be a partner of the HGT Teststudios Deutschland Network, the largest provider of test studio research in Germany, boasting 14 facilities across 12 locations. Every studio within the network is equipped to deliver everything you need for high-quality data collection.

Facilities

800 m² of studio space, 20 individual test stations and 3 spacious, air-conditioned focus group units with one-way mirrors, customer rooms and customer lounges. A fully equipped test kitchen with 600 litres of deep-freeze and 1,300 litres of refrigeration capacity. A sensory laboratory with tasting booths.

Technology and Equipment

Like all HGT Teststudios Deutschland studios, our Essen location is outfitted with state-of-the-art technology. Facilities include high-speed Wi-Fi throughout, multimedia and internet-enabled PCs, interpreter systems, as well as HD video and audio streaming and recording capabilities.



Range of Services

In addition to our state-of-the-art facilities for all types of studio testing, we offer precise recruitment services and face-to-face interviews conducted outside the studio. For added convenience, you can also book optional services such as interpreters, moderation, catering, transcription, and translation.

Planning a qualitative project that needs to be conducted online or in a hybrid format? Whether nationwide across Germany or internationally beyond our 12 locations, we've got you covered. At H+G Teststudios, you'll find everything you need, all under one roof!

Methods

We offer a wide range of methodologies, including focus group discussions, workshops, one-on-one interviews, and experiments/observations. Our services also cover UX, sensory, and device-based testing, as well as surveys conducted at trade fairs, in-home settings, and points of sale. Additionally, we provide comprehensive field services.

Industries & Markets

Our expertise spans a variety of industries, including consumer goods, automotive, retail, banking, insurance, capital goods, B2B, transport and mobility, telecommunications, media, software, election research, and pharma/healthcare sectors.



Facilities

- 800 m² of studio space
- 20 individual testing stations
- 4 spacious, air-conditioned group discussion rooms with one-way mirrors
- Comfortable client spaces, including a tiered cinema for 12–15 people and two large lounges
- Fully equipped test kitchen with 2,000 litres of freezer and 2,000 litres of refrigeration capacity
- Wi-Fi throughout all areas
- Multimedia and internet-enabled PCs
- Interpreter systems
- HD video and audio streaming and recording capabilities

Contact

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Management



Frank Herzog

Studio management



Michael Güthert

This studio is a member of
HGT Teststudios Germany

Further locations of the
HGT Teststudios Germany:

- | | |
|-----------|------------|
| Berlin | Bochum |
| Cologne | Düsseldorf |
| Frankfurt | Hamburg |
| Hanover | Leipzig |
| Munich | Nuremberg |
| Stuttgart | |