HGT TESTSTUDIOS DEUTSCHLAND
HERZOG | GLASER | THELEN

m–s TESTSTUDIOS

Our Sensory Laboratories

Herzog + Glaser TESTSTUDIOS

foerster & thelen Teststudios

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

www.teststudios-deutschland.de

Germany's Largest Provider

Our sensory laboratories in Berlin, Essen, Hamburg and Hanover are partners in the HGT Teststudios Deutschland network, which, with 14 studios across 12 locations, is the largest German provider of test studio research.

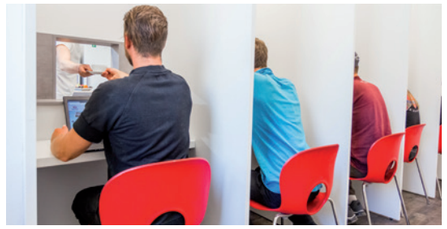
All studios offer exactly what you need for high-quality data collection.

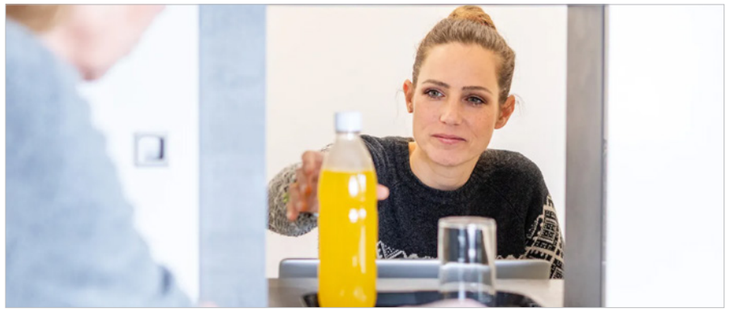
Facilities

All sensory laboratories have at least one test kitchen with sufficient freezer and refrigeration capacity as well as tasting booths.

Technology and Equipment

Like all network partners, our sensory laboratories feature high-quality, modern technical equipment, including Wi-Fi throughout the premises, multimedia and internet-enabled PCs, interpreting systems, and HD video and audio streaming and recording facilities.





Range of Services

In addition to facilities for all types of in-studio testing, we also offer targeted recruitment and face-to-face interviews outside the test studio. Optional services include interpreting, moderation, catering, transcription, and translation.

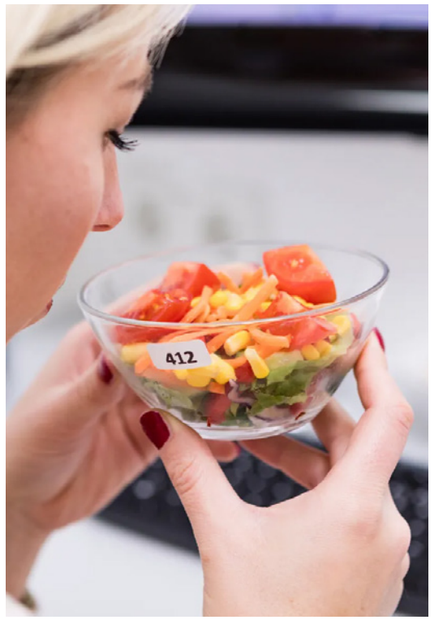
Would you like your qualitative project to be conducted online or in a hybrid format? Nationwide or internationally, beyond the 12 locations? No problem – we provide everything from a single source!

Methods

Group discussions, workshops, individual interviews and experiments/observations. UX sensory and instrumental tests, trade fair, in-home and point-of-sale interviews, as well as field services.

Industries & Markets

Consumer goods, automotive, retail, banking, insurance, capital goods, B2B, transport and mobility, telecommunications, media, software, electoral research, and pharmaceuticals/healthcare.



Equipment

- Pass-through to kitchen
- Various test area lighting (red, green, daylight)
- Sink with water connection
- Broadband connection
- Low-noise environment
- High partition walls
- Ventilation system

Laboratory Kitchens

- Convection ovens
- Induction hobs
- Microwaves
- Dishwashers
- Coffee machines
- Plate warmers
- Precision scales
- Kitchen utensils
- Freezers
- Refrigerators
- Trained staff

Contact

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Management

Frank Herzog

Studio management

Michael Güthert

The 4 Sensory Laboratories in
Berlin Essen
Hamburg Hanover
are members of the HGT Teststudios Deutschland network.

Additional HGT Teststudios Deutschland locations:
Bochum Cologne Düsseldorf
Frankfurt Leipzig Munich
Nuremberg Stuttgart