



The Region's Premier Consumer Product Testing Partner



CEC Research delivers proven consumer product research and sensory methodologies, superior recruiting capabilities and impeccable study execution – all in a multi-functional and state-of-the-art facility conveniently located in central NJ.

As an owner-operated, boutique consumer evaluation center, CEC Research carries a steadfast commitment to excellence,

highlighted with unmatched attention to detail – producing meaningful quality data, on time and on budget for every project.

TEST KITCHEN

Expansive kitchen state-of-the-art testing space is equipped with commercial-grade and home appliances:

- (2) Refrigerators
- (2) Freezers / Ice Cream Freezer
- Dishwasher
- Water Purification System / Ice Maker
- (2) 6-burner Vulcan Range Gas Ovens with 12ft. Hood
- (6) Electric Wall Ovens
- Deep Fryer
- (8) 1200W Microwaves
- Grill
- 3-compartment Sink
- 50 Outlets
- Stainless Steel Countertops



TESTING ROOM

Accommodates 30 participants in individual testing areas or 50 participants auditorium-style. Stations equipped with touch-screen computer and wireless internet connectivity and privacy dividers. Flexible configuration perfect for a variety of studies, including food and beverage, household items, fragrance, personal care, cosmetics and more.



FOCUS GROUPS

Comfortable, customizable discussion facilities fully-equipped with audio and video capabilities, including concealed microphones and large one-way observation mirror – ideal for product and brand discussions, political discussions, taste tests, mock juries, usability studies and more.

Client observation lounge and observation room offer comfortable accommodations for clients wishing to observe their research studies.



FOCUS GROUP ROOM

**CONTACT US WITH
ANY QUESTIONS**
info@cecresearch.com
or call (908) 967-6790



OBSERVATION LOUNGE



Scan this code with your smartphone or go to cecresearch.com to learn more about CEC Research.

