

curion

Leeds, UK
Consumer Center

Facility Network

Our Leeds Consumer Centre is a purpose-built research facility designed to bring brands closer to consumers through immersive product testing and qualitative research. Featuring 25 sensory and product testing booths, flexible research and viewing spaces, a fully equipped test kitchen, and dedicated laundry and shower facilities, Leeds supports a wide range of research methodologies. Advanced recording and live-streaming capabilities, combined with expert fieldwork and product logistics, deliver seamless research experiences from preparation through execution.

FACILITY CAPABILITIES

Sensory & Product Testing

- 12 individual enclosed sensory booths
- 13 open product testing booths
- Adjustable lighting and temperature-controlled environments
- Ventilation, recording and live-viewing capabilities

Research & Viewing Spaces

- The Studio: flexible focus group and CLT space seating up to 12
- The Hub: dedicated live viewing and research space
- The Box: intimate interview and client viewing room seating up to 4
- HD filming, streaming and two-way mirror capabilities

Kitchen & Laundry Facilities

- 4 residential ovens/grills and 8 hobs
- 2 double-door refrigerators and 2 double-door freezers
- 10 commercial washing machines and 4 tumble dryers
- 3 dedicated shower rooms

Recruiting

Proprietary database to easily target, screen and verify desired audiences

Talent

Experienced team working hand in hand on business needs and drive research success

Agility

We own our process internally, allowing for efficiencies and agility when needed

Analytics

Advanced backend analysis and technology workflows pull insights beyond traditional

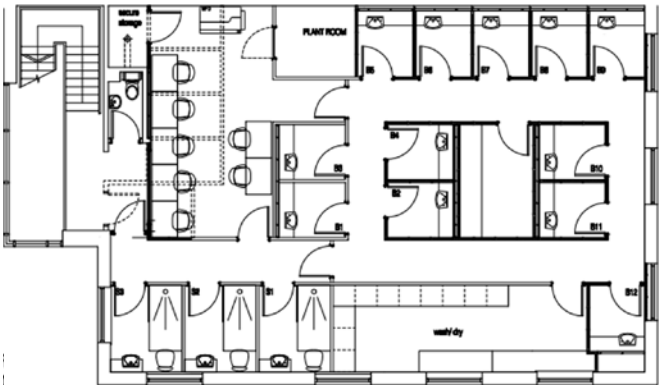
Modernization

The most technologically advanced, state-of-theart consumer centers

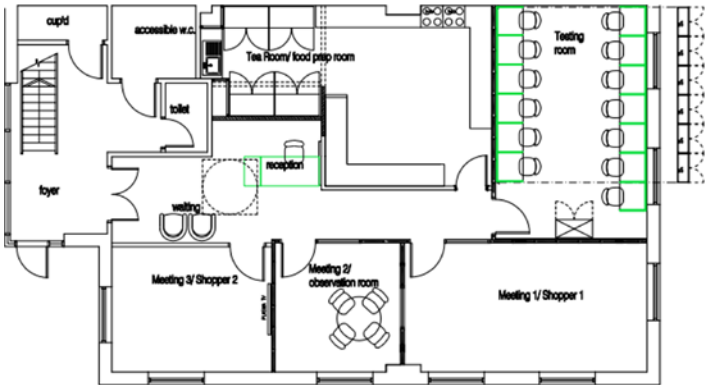
LEEDS FACILITY FLOOR PLANS

GROUND FLOOR | The Studio · The Box · The Hub · The Kitchen · The Lab

FIRST FLOOR | 12 Enclosed Sensory Booths · Laundry Facility · 3 Shower Rooms · Control Room



FIRST FLOOR



GROUND FLOOR

AMENITIES & SERVICES

- 12 Enclosed Sensory Testing Booths
- 13 Open Product Testing Booths
- Focus Group & CLT Facilities
- Dedicated Interview & Client Viewing Rooms
- HD Recording & Live-Streaming Capabilities
- Two-Way Mirror Observation
- Dedicated Laundry & Shower Testing Facilities
- In-House Community of 25,000+ Product Testers
- Participant Recruitment & Fieldwork Support
- Client Hospitality & Catering Available
- Complimentary Parking & Guest Wi-Fi
- Offsite Streaming & Session Recordings

EQUIPMENT & PREPARATION

- 4 Residential Ovens/Grills
- 8 Hobs/Stovetops
- 2 Double-Door Refrigerators (744L Each)
- 2 Double-Door Freezers (744L Each)
- Fast-Cycle Dishwasher
- Stainless-Steel Worktops
- 10 Miele Washing Machines (8kg)
- 4 Bosch Tumble Dryers
- 3 Dedicated Shower Rooms

STORAGE & PRODUCT LOGISTICS

- Secure Onsite Product Storage
- Dedicated Offsite Logistics Hub (Wetherby)
- Product Sourcing & Purchasing
- De-branding, Blinding & Decanting
- Product Labelling & Packing
- Short- & Long-Term Storage
- Standard, Timed & Bespoke Deliveries
- Product Collections & Returns