

Press Release: August 2017

Q Research Solutions (QRS) and Tragon Corporation Announce Merger

Combination Creates New U.S. Platform for Sensory and Consumer Research

Redwood Shores, CA – 16th, August 2017 Q Research Solutions and Tragon Corporation have announced their merger to create one of the largest sensory and consumer research suppliers in the US. The combined firms will initially trade as QRS-Tragon.

QRS-Tragon has a heritage of nearly 65 years in consumer and sensory testing, with 85 employees and facility locations in San Francisco, Chicago, and New York City metropolitan areas. The union is designed to meet the expanding needs of clients in the consumer and sensory testing sector. The combination of these leading companies will provide customers with an enhanced depth of sensory and consumer research, additional testing facilities, and expanded capabilities that support the needs of the marketplace. The merger includes RedJade®, a proprietary web-based application and real time reporting tool, a leader in sensory analytics measurement.

Former CEO of QRS, David Japhet, and now CEO of QRS-Tragon said “We are excited to combine the complimentary talents and values of these exceptional sensory and consumer research companies to form a new leader for our industry.”

QRS-Tragon will be focusing on expanding a platform to develop innovative methodologies and be a hub for the acquisition and retention of talent in consumer and sensory research.

Former CEO of Tragon Corporation, now President of RedJade® Software Solutions, Doug Vort adds “our merger with QRS represents the next step in Tragon’s four-decade commitment to providing world-class services and unprecedented leadership to the sensory and consumer insights industry.”

MANAGEMENT

David Japhet, CEO of Q Research Solutions is now CEO of the newly formed QRS-Tragon.

Douglas Vort continues to be President of RedJade® Software Solutions.

ABOUT TRAGON CORPORATION

Based in San Francisco and Chicago metropolitan areas, Tragon has been a leader in sensory evaluation since its founding in 1974, and has pioneered many of the sensory methodologies considered industry standards today, including Tragon QDA[®], QSI[®], and PROP[™]. In addition to their team of 37 scientists, technologists, and marketing specialists, the firm also hosts testing facilities in San Francisco and Chicago metropolitan areas that are powered by the latest technology, RedJade[®], the web-based, real-time data collection system developed by Tragon.

ABOUT Q RESEARCH SOLUTIONS

Based in the New York City metropolitan area (New Jersey), Q Research Solutions began in 1992 and currently employs 48 marketing, sensory and consumer research professionals, with expertise in food & beverage, personal care, fine fragrance and home & fabric care. In 2015 the firm launched qPOD[®], its portable olfactory device which has revolutionized the testing of scents and aromas. It also has a range of unique research products including QBLUEPRINT[™], iQ[™], qBio[™], qPlay[™] qdiscoveri[™] and Q Partnership Solutions[™]. The firm is one of the founding industry members of the Rutgers University Center for Sensory Sciences & Innovation.

CONTACT INFORMATION

TRAGON CONTACT

Keren Novack

224.632.1935

Knovack@tragon.com

Q RESEARCH SOLUTIONS CONTACT

Rhoda Makled

732.317.5850

Rhodam@qrsglobal.com

MEDIA

Deborah Wright

732.317.5861

Deborahw@qrsglobal.com