



EMPOWERING  
**TRUST**

IN A COMPLEX WORLD

Independent  
**WEARER TRIAL** Services



# Reduce Consumer Dissatisfaction with a Through Pre-Store Evaluation Program

In today's crowded and fast-paced marketplace, retailers and brands are continuously challenged as to how they can successfully differentiate their product offering and foster consumer loyalty.

## THE CHALLENGE:

Whilst many manufacturers check the performance of their garments with testing programs prior to and during production, few commission independent evaluation on aspects such as wearability, fit and comfort; key traits that have the potential to heavily influence the success of an apparel collection in the market and cannot be accurately assessed with standard laboratory tests.

## THE SOLUTION:

The UL Wearer Trial Service has been designed to be flexible in approach yet delivers extensive, valuable and objective feedback and consumer insights. The program should be customized and tailored to each manufacturer's and brand's requirements; the client can specify the nature of the trial, its duration, the wearing or laundering profile to be used and any specific issues of concern that they wish to be addressed.

In a professional and objective manner, valuable consumer insights are gathered, which are validated using practical methodology and actionable reporting.

## WHY IT MATTERS:

Understanding consumer's perceptions, especially in the textile and fashion industry, is a significant part of the design and product development process. Comprehending modern consumer's perception of quality is heavily correlated to their intent to purchase as well as their trust and loyalty in a brand.

## KEY ATTRIBUTES ENCOMPASS:



NEXT-TO-SKIN  
COMFORT AND FEEL



SENSORY QUALITIES  
OF THE FABRIC



PRODUCT FIT  
AND DURABILITY



# How UL provides Independent Solutions

## EMPLOYING A WEARER TRIAL SERVICE FROM UL INVOLVES:

1. A completely independent and unbiased service with feedback on performance, fit, style and comfort
2. A complete one-stop shop for all aspects of the testing and quality assessments, from the yarns to the finished garments
3. Detailed information and trial summary in a format ready to pass on to the final retailer/brand manager



With an extensive consumer panel of wearers encompassing a variety of ages, gender, wearer preferences and lifestyle characteristics, an extensive variety of garments can be robustly trialed.

With UL's specific evaluation protocols, unique product characteristics can be addressed such as performance, wearers' physiological responses to garments, length of wear, which gives client's valuable insights into the consumers' perception of the product and quality.





CONTACT US FOR MORE INFORMATION:  
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