

Sensotact, the First Tactile Reference Frame

Created by Renault; the Sensotact is now commercialized by Quinte&sens, a french marketing agency

([PRWEB](#)) February 20, 2005 -- Colours and fragrances already have their own reference frame: the Pantone® and the Field of Odours®.

Sensotact®, the first tactile reference frame on the market is now available.

Created by the car industry Renault and marketed by Quinte&sens, a French sensory marketing agency, this innovation has been welcomed by industrials. Since its implementation in France last July, this product allowed, amongst other things to:

- develop tactile IDs for designers and marketers,
- reference products into sensory databases for R&D services,
- respond to the technicians or engineers' objectives and schedules.

Sensotact® is easy to use, suitable to analyse tactile perceptions and to classify them. The main objective is to answer consumers' expectations. Sensotact® is a suitcase composed of 10 descriptors and 50 references that interact throughout the conception process of the product, from the Design until the market research. Sensotact® is available for any kind of industries and activities such as cosmetics, avionics, sports, toys, packaging, automobile, textile. This is why it is now recognized as essential for professionals.

This tactile reference frame represents 4 tools in 1:

Sensotact®, a communication tool:

In the car industry, Renault has used the reference frame as a communication tool with other countries, particularly with Japan, where their partner Nissan is located. The objective was to facilitate exchanges and therefore avoid misunderstandings.

Michel Thierry, a French textile company is also equipped with Sensotact® in order to benefit from a common language between designers and suppliers worldwide.

This universal language certifies a clear and precise definition of tactile perceptions' specificities.

Sensotact®, a tactile measurement tool:

A French agro alimentary university, the ENSAIA, has for instance, set up a research project about the evolution of the camembert cheese lifetime.

Intended for industrials as a hygiene measure, the idea was to apprehend the sensory perceptions of the cheese from its industrialisation until the maturity stage. The objective was to create a specific packaging to avoid customers to touch the product, risking damaging it.

As a result, in marketing, the purchase decision depends not only on the technical characteristics of the product, but also on its sensory perceptions. Marketing managers have the opportunity to create a packaging regarding the product and to adapt it to the customers' sensitiveness.

The sensation a consumer will feel by touching the packaging will remind the sensation he or she will have using the real product.

Sensotact®¹, a quality control tool:

For each industry, the referential represents a quality control tool. At the end of the production process, designers and engineers will be able to verify the conformity of the products with the prototype to guarantee the quality.

Sensotact®¹, a referencing tool:

Renault analysed tactile perceptions to create the interior of their brand new car : the MODUS.

Also, a French sport company has used the reference frame in-house, as an internal tool to develop their products made of different materials. Sensory analysts are searching which perceptions will be able to arouse the purchase decision.

Therefore, Sensotact®¹ represents a way to classify materials into tactile databases in order to generate products' IDs and establish cartography and index materials.

The reference frame represents such a success for the French market that a new edition has been commercialised last November. Quintesens' ambition is to extend the awareness of the product abroad in order to make this tactile referential a universal language.

For more information: www.sensotact.com

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