



Alan W. Katzenstein established Katzenstein Associates in 1973, bringing a unique background and approach to solving problems in product development and promotion. This includes more than 10 years in research and development, testing and evaluation, production and quality control of foods, beverages and mass feeding operations. He later directed technical research as vice president for one large advertising agency, then headed public and technical affairs for another.

**Katzenstein Associates  
help companies:**

- plan and promote better products
- create more effective advertising support through sounder knowledge of products' selling benefits
- design and evaluate research on product values and support for advertising claims
- clarify technical concepts and potentials for management, marketing and creative staffs
- monitor and interpret trends in regulatory and public interest matters

**Specialized Areas of Services**

■ **Product Development**

- Researching product strengths to improve marketing success
- Profiling composition, attributes and performance characteristics to deliver significant consumer benefits

■ **Advertising Support**

- Identifying product values for developing advertising claims
- Evaluating the quantity and quality of evidence to support claims
- Working with continuity clearance and other approval groups for acceptance of claims

■ **Quality Control**

- Determining product variables that affect consumer acceptance
- Recommending test methods, sampling procedures and control limits to assure product quality
- Counsel on quality control programs for compliance with regulatory standards

■ **Nutrition Promotion**

- Evaluating and interpreting nutritional data for meaningful promotion values
- Counseling on the significant product qualities and claims potentials
- Planning and preparing promotion material for consumer and professional markets

■ **Public and Regulatory Affairs**

- Interpreting regulations and policies that affect consumer product design, performance and promotion
- Assessing product performance and promotion in terms of consumerism, environmental and safety concerns
- Counsel on the public interest implications of products and their packaging, performance and advertising
- Monitoring and interpreting trends in regulatory climates and the public interest sectors
- Evaluating technical developments for potential impact on controls

**Product Categories Include:**

- Foods and Beverages**—specialty products, frozen foods, soft drinks, polyunsaturated foods, nutritional supplements, flavors and ingredients
- Health and Beauty Aids**—proprietary remedies, shampoo and hair care products, cleansers and skin care products, mouthwash and dentrifices
- Household Products**—dishwashing compounds, laundry and fabric care products, cleaners and polishes
- Cigarettes—Gasoline**