



Triggerpoint | Groot Handelsgebouw

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PRESS RELEASE

Market research facility Triggerpoint in Rotterdam celebrates their 5th anniversary!

Rotterdam (24 September 2015) – Market research facility Triggerpoint in Rotterdam, inspired by international customer insights agency SKIM, is celebrating its fifth anniversary in October. Triggerpoint was established by Dirk Huisman, SKIM Chairman, and Marcel Slavenburg, Research Director Qualitative at SKIM.

Marcel Slavenburg: “In 2010, we opened the doors to Triggerpoint. It was the culmination of my years of experience working as a qualitative market researcher.”

In the past five years, Triggerpoint has built up a loyal customer base. Clients from many different sectors, ranging from market research agencies to healthcare and fast-moving consumer goods, frequent this modern research facility. In the coming years, Jeroen van den Hoven, Studio Director at Triggerpoint, hopes to expand their clientele.

Jeroen van den Hoven: “With many of our clients, we have very close contact. New clients are joining us every month. Our Dutch as well as international clients know they can come to us for the best in qualitative market research. It’s so great to hear from them that they appreciate our mix of maximum comfort with the most advanced research technology.”

About Triggerpoint

Triggerpoint is an inspiring research facility in Rotterdam, the Netherlands dedicated to conducting qualitative market research. Our modern and spacious facility offers two professionally equipped suites. Each suite consists of a spacious interviewing room, a panoramic one-way mirror viewing room and a comfortable breakout room with two large flat screen monitors. Next to that, each suite offers a separate booth for a simultaneous translator and a pleasant and serene reception area.

Visit www.triggerpointholland.com for more information.



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For the editor:

For more information on Triggerpoint or to interview one of our employees, you can call or email us at:

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