

# Business Connection



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## Consumer Learning Center Celebrates 17 Years of Consumer Studies

The Consumer Learning Center (CLC) was founded in 2006 with the purpose of bringing consumers and brands together to help provide superior market research. This enables value in the creation of great innovative products, while having residents in Pleasanton play an active role in what products they can potentially see in retail.

If you would like to be part of this exciting process, they are always looking for new participants to sign up and give their opinion at [theclc.com](http://theclc.com)

Over the past 15 years, the CLC has held thousands of product studies in categories such as food and beverage, household cleaning products, beauty care, pet care, and more!

The CLC facility has various test areas and an experienced staff that runs the studies with the utmost care and attention, always keeping the consumer experience in mind. Depending on the project, consumers can participate in various types of studies such as testing different products in your home or in one of our test kitchens or test bathrooms, participating in focus groups where you discuss a topic in a small group setting, or online interviews where we reach out to you virtually.

Located conveniently in the city of Pleasanton, at 7164 Johnson Drive, next to the future Costco site, the Consumer Learning Center gathers valuable insights from its



CLC staff is looking forward to meeting you and hearing your valued opinions.

local population and serves as a good side opportunity for those looking to earn some extra rewards in the form of gift cards. They partner with Tango gift cards that offer incentives from more than 200 local and online merchants, such as Target, Amazon, Walmart, Macys, Kohls, and many others.

The CLC is always accepting new participants in the Tri-Valley and the greater East Bay area. All people ages 18 years and older are eligible to sign up and be considered for upcoming projects.

If you would like to sign up, simply visit the home page at [theclc.com](http://theclc.com) and click "Join Now" to begin the process. You can use the QR code below to reach their website.



The Consumer Learning Center is located conveniently in Pleasanton on Johnson Drive.