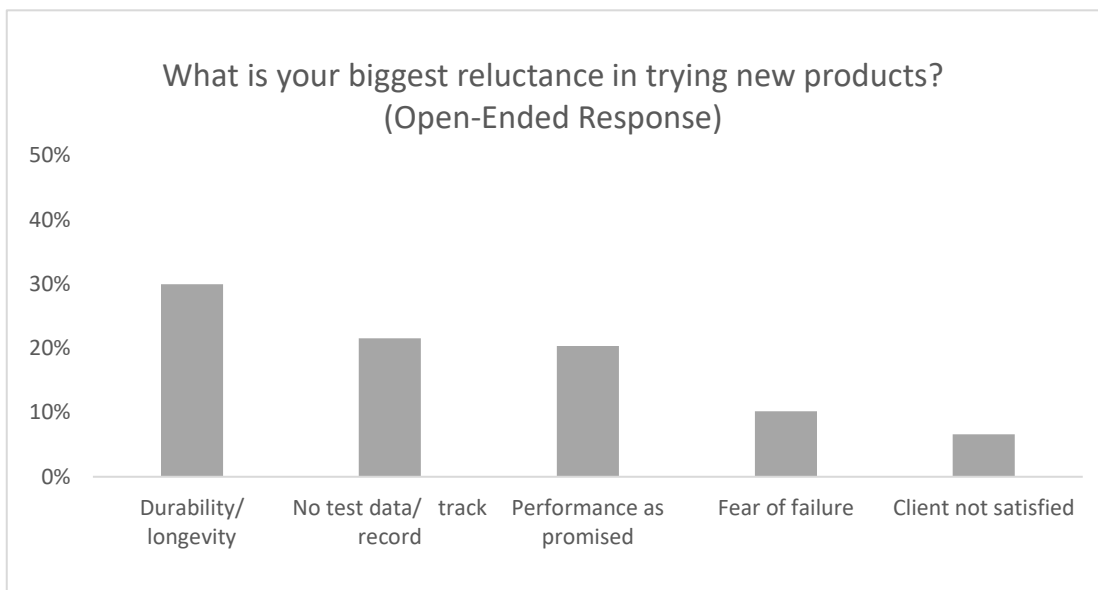
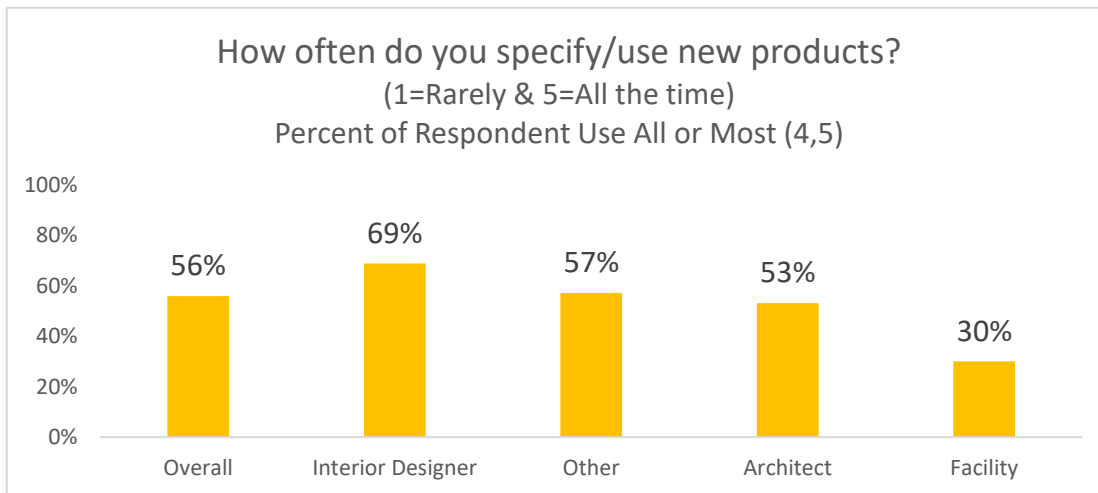


**Most building professionals like to try new products, but are concerned about the durability, long-term track record and performance.**

## How often do you specify/use new products today?



**TAKE AWAY:** While building professionals regularly try new products, they are afraid of product failure. They need test data and product information that demonstrates long-term performance and durability. Their client's satisfaction is key.



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## Purpose:

To understand how often building professional use new products and what concerns them the most when deciding to try a new product.

## Methodology:

AIM surveyed architects, interior designers and facilities. The survey was conducted on-line in October, 2019. Overall response was 170 completed surveys.

## Conclusion:

Interior designers and architects try new products more often than building facility professionals. In open-ended comments, respondents are most concerned about the long-term durability of new products and that the product performs as promised. Without proof of a product's performance, professionals will be reluctant to try something new. Product manufacturers will need to provide test data and documentation on the product's performance by application. Fear of product failure and facing client's dissatisfaction will prevent building professionals from trying a new product.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=170. AIM is a business-to-business marketing communications company, ©November, 2019. For additional information including a more in-depth analysis, contact AIM or visit our website. Phone 847-358-8558, Email [inquiries@a-i-m.com](mailto:inquiries@a-i-m.com). Website: [www.a-i-m.com](http://www.a-i-m.com). Thank you.