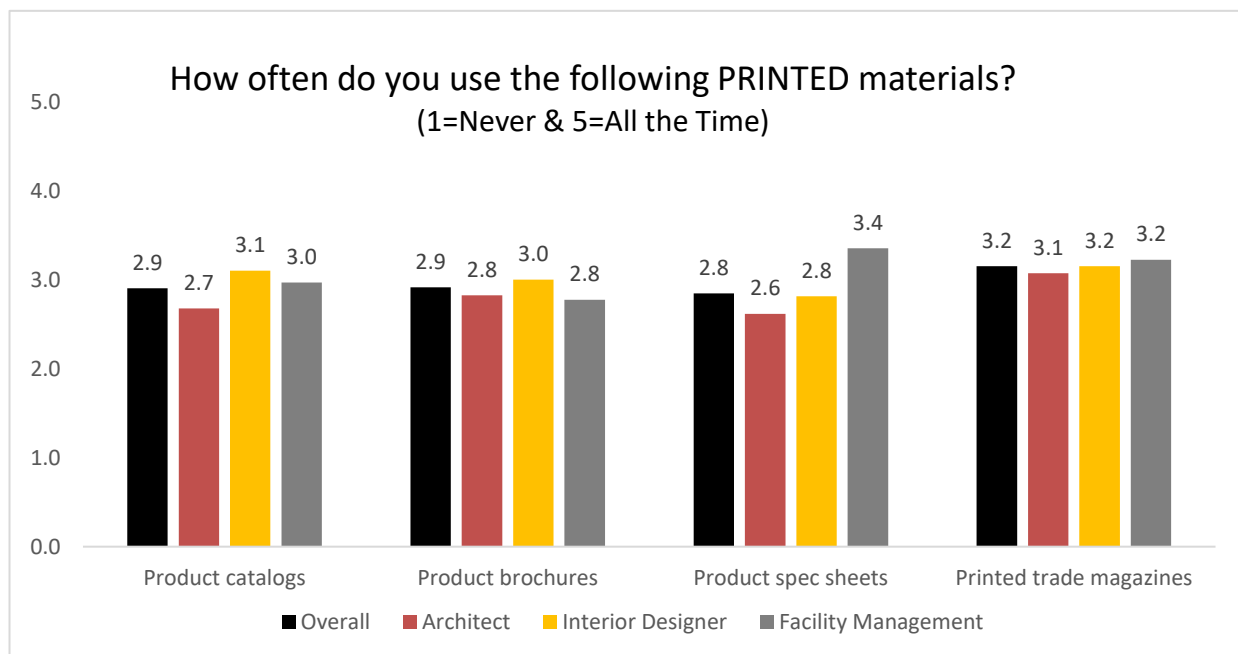


Most professionals involved with building construction/management still use printed materials often.

How often do you use the following PRINTED materials?



Sample Verbatim Comments

- "Print is often easier to review and dispose of/move on with a specific action. Plus, I enjoy not using my computer/tablet for everything."
- "Sometimes it's easier than a company website to find the information you need about a product."
- "Digital is preferred. Information changes too quickly. Storage limitations. Sustainability concerns."
- "Use product catalogs and brochures to bring to customers. Find it easier to look at specs on line. I like to flip through printed magazines for ideas about manufacturers I often don't think of and then go online to find out more about those manufacturers."

TAKE AWAY: While manufacturers provide an abundance of detailed product/company information online, building professionals still need and use many different types of printed materials. Many building professionals are also still using trade magazine as a resource for product information and project ideas.



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Released: 3/2020

Purpose:

To measure how often building professionals use different types of printed materials.

Methodology:

AIM surveyed architects, interior designers and facility managers. The survey was conducted on-line in January, 2020. Overall response was 176 completed surveys.

Conclusion:

Despite the volume of information available on-line, manufacturers still need to provide building professionals with the option to request and obtain printed materials. Eventually due to cost constraints and rapidly changing products, large multi-product catalogs and/or binders may eventually become a thing of the past. However, there are many reasons that designers and facility management people want and need printed product literature. Manufacturers need to begin to develop and invest in creative and environmentally friendly ways to keep their products in front of building professionals. In addition, as manufacturers plan and allocate media dollars, they should not neglect printed trade publications. Many designers frequently flip through magazines to find new products and project inspiration. The manufacturers who are consistently in front of their target audience are more likely to be considered, specified or purchased.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=176. AIM is a business-to-business marketing communications company, ©February, 2020. 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. Website: www.a-i-m.com. Thank you.