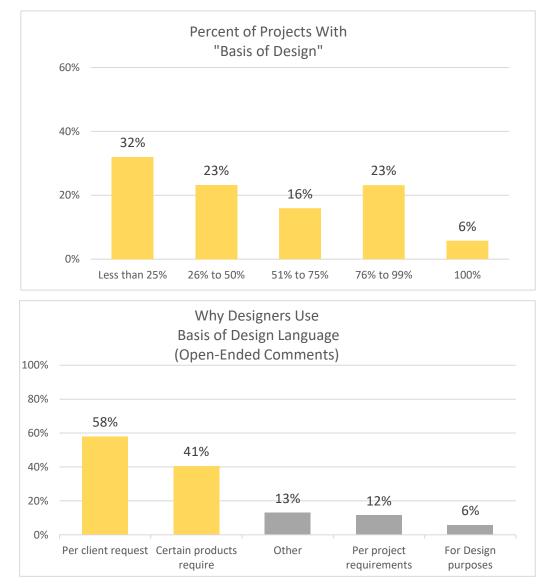


No. 2019.3 Released: 7/2019

Approximately half of architects'/designers' specifications include "basis of design" language when specifying commercial products.

How often do you include the "basis of design" language when specifying a particular brand of product?



TAKE AWAY: Architects/designers most often use "basis of design" in their product specifications when the client *requests* it or a certain type of product selection *requires* it. Manufacturers should keep designers and owners updated on their unique product benefits.



No. 2019.3 Released: 7/2019

Purpose:

To evaluate how often architects/designers use "basis of design" in their product specifications and to understand, why some specifications have "basis of design" and why others don't.

Methodology:

AIM surveyed architects, engineers, and interior designers. The survey was conducted on-line in July, 2019. Overall response was 75.

Conclusion:

Almost half (45%) of architects/designers specifications will include a "basis of design" (BOD) product selection with 29% using BOD language on over 75% of their projects. Most often, designers use the BOD language because their client requests a specific product or because the project requires a "special" product in order to meet the project goals. Manufacturers should start to find their product's key point of differentiation over other brands and make sure architects/designers are aware of how their brand can assist designers in meeting their project goals.

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Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=75. AIM is a business-to-business marketing communications company, ©July 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. Website: www.a-i-m.com. Thank you.