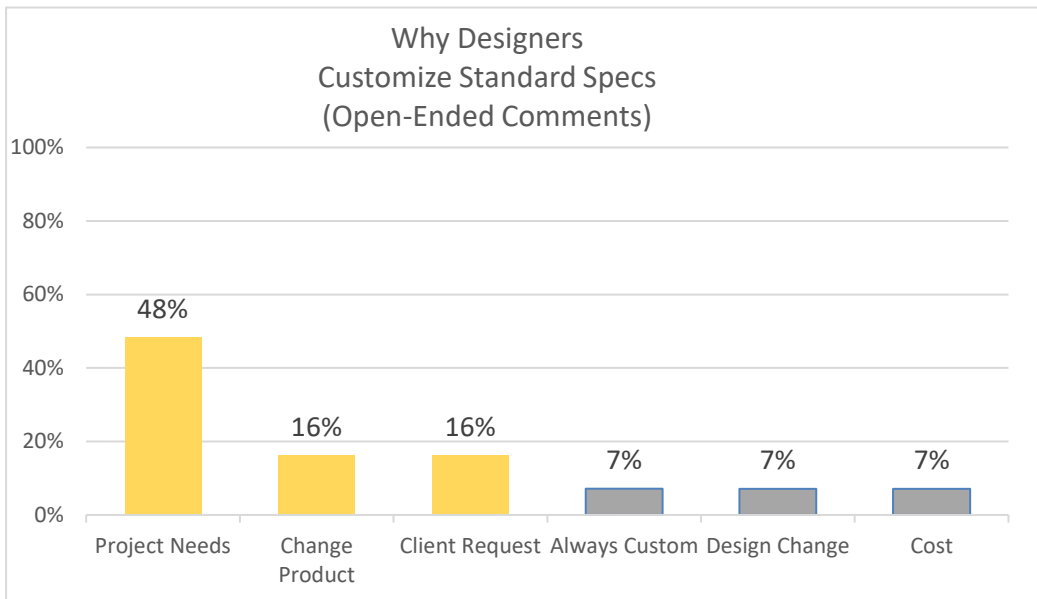
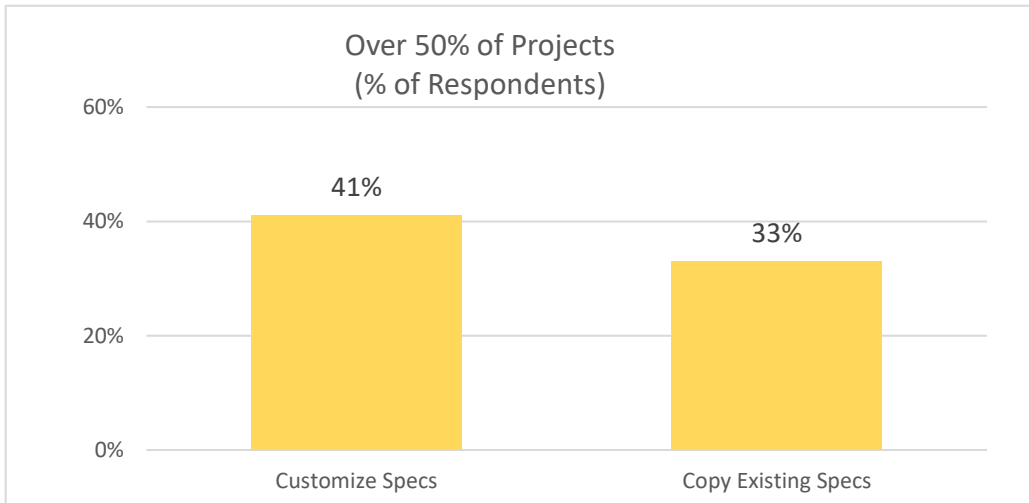


Overall, the majority of architects and designers will try to customize their specs to meet project and client objectives.

How often do you modify your standard specifications to meet specific project objectives versus copying an existing specification?



TAKE AWAY: While a manufacturer may be listed in architects' or designers' standard specs, that can change based on the project and client's objectives. It is important for manufacturers to continuously monitor their position in the specifications to impact their ability to be the brand purchased.

Purpose:

To evaluate how often designers customize or copy their standard specs and understand more about why they change a standard spec on a project by project basis.

Methodology:

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

Conclusion:

While 93% of designers indicated they have copied at least a portion of an existing spec, the majority will do some customization. In fact, 75% of designers surveyed indicate they have "customized" 50% or more of their projects. In open-ended comments the primary reason designers customize a standard spec is to best meet the needs of the project. This is followed by the need to change the products specified or to customize based on the owner's request. Although manufacturers work hard to get their brand in a firm's standard spec, there are no guarantees that will be the case on every project. It is important for manufacturers to keep facility owners and their designers updated on how their specific brand can meet their project needs.