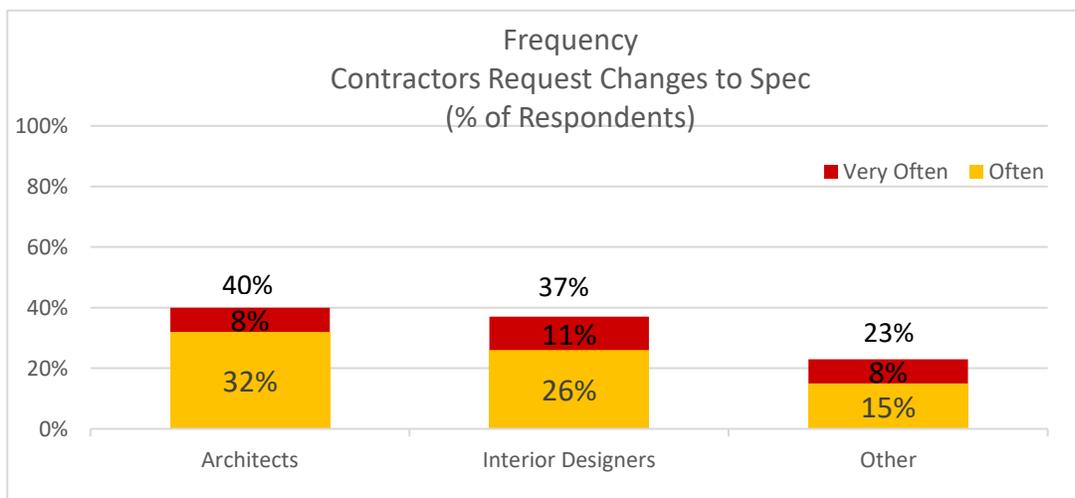
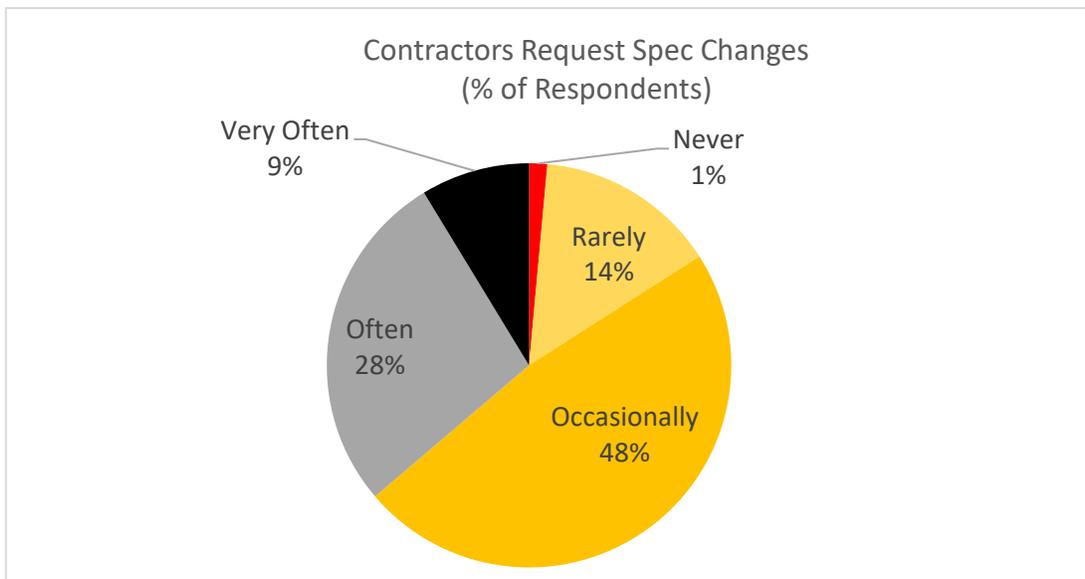


Often times, contractors will request the approval for a brand of product that is not in the specification.

How often does the contractor request approval for a product that is NOT in your final specifications?



TAKE AWAY: Even though a manufacturer's brand may be in the specification, many times contractors will request approval to change a specific brand in the spec. Manufacturers need to keep contractors informed of their particular brands' strengths and how it is beneficial to contractors and the specific project they are working on.

aim SNAPSHOTS

No. 2019.7
Released: 7/2019

Purpose:

To measure how often, contractors request designers approval of a product brand that is not in the specification.

Methodology:

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

Conclusion:

Both architects and interior designers indicate that contractors fairly often request approval for a brand of product not in a particular project specification. Slightly more architects than interior designers indicate contractors do it often or very often; 40% of architects and 37% of interior designers. So while manufacturers can work to get their brand in the designers specification or as a part of the firm's standard spec, they must also communicate and promote their products to contractors. A marketing strategy aimed at contractors, can help manufactures increase their odds of being purchased and installed.

aim

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.