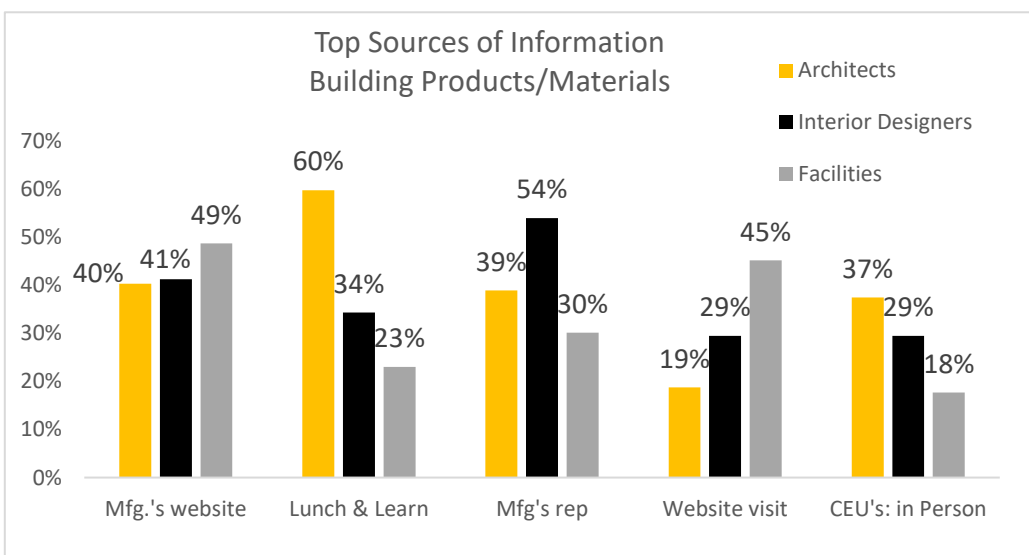
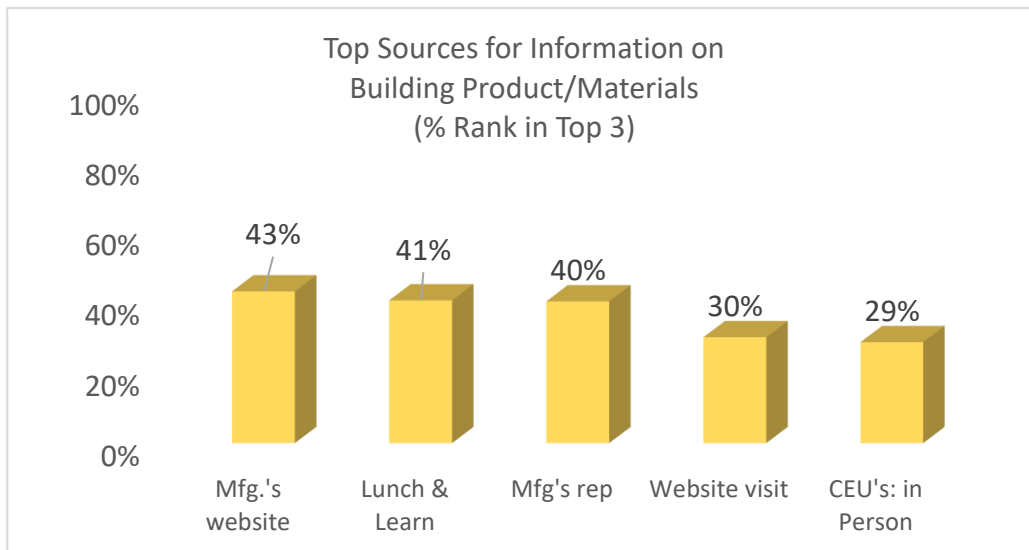


Building professionals rely on manufacturers to get information they need on building products and materials.

What methods or formats do you most prefer for getting the information you need on building materials/products?



TAKE AWAY: Manufacturers need to keep architects updated on how their products can meet project objectives and information on different applications/uses.



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Purpose:

To find what resources building professionals use to stay informed on the building materials/products in the market.

Methodology:

AIM surveyed building professionals including architects, engineers, interior designers and facility management. The survey was conducted on-line in May, 2019. Overall response was 350.

Conclusion:

While there are many sources a professional can use to get information on building products/materials, they rely heavily on many manufacturer supported media to provide the information they need for their project. To build stronger relationships with building professionals, manufacturers need to continue to keep their websites, rep information and CEU's updated to get the most current information to building professionals. Designers and facility professionals don't have a lot of time to look for what they need. If they don't find what they need from the manufacturer, they may look to another brand.



Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=350. 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.