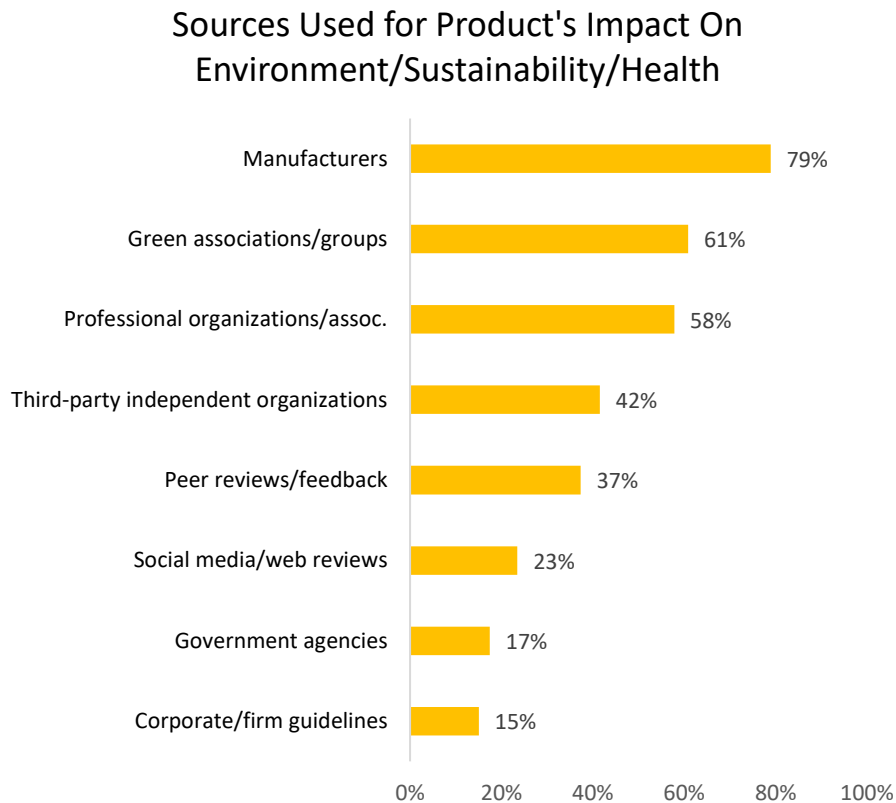


***Building professionals most often use manufacturers and professional associations for information on a product's sustainability and environmental/health-related features.***

What sources do you use to keep informed on a product's sustainability, impact on the environment or health issues?



Type Professional	Average Number of Sources
Facility	3.4
Architect	3.3
Interior Designer	3.3
Engineer	3.0
Overall	<b>3.3</b>

**TAKE AWAY:** Building professionals often use more than one source for learning about a product's impact on the environment and any health-related issues. Manufacturers need to keep key information on their products updated in all market channels to ensure professionals have what they need to make informed decisions.



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## Purpose:

To find out the key sources building professionals use to keep informed on a product's sustainability and impact on the environment or health of occupants.

## Methodology:

AIM surveyed architects, interior designers and facilities. The survey was conducted on-line in October, 2019. Overall response was 170 completed surveys.

## Conclusion:

Today many building professionals are trying to stay updated on the sustainability and environmental features of the products and materials they specify, recommend or purchase. Since building professionals use a number of different sources for staying informed, it is critical for building product manufacturers to make as much information as possible available on multiple channels. Designers and facility professionals are typically looking for proof that the product will perform as required, is durable and easy to maintain. Information on product's recyclability, impact on an occupant's health and a product life cycle assessment is also valuable.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=170. AIM is a business-to-business marketing communications company, ©January, 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](mailto:inquiries@a-i-m.com). Website: [www.a-i-m.com](http://www.a-i-m.com). Thank you.