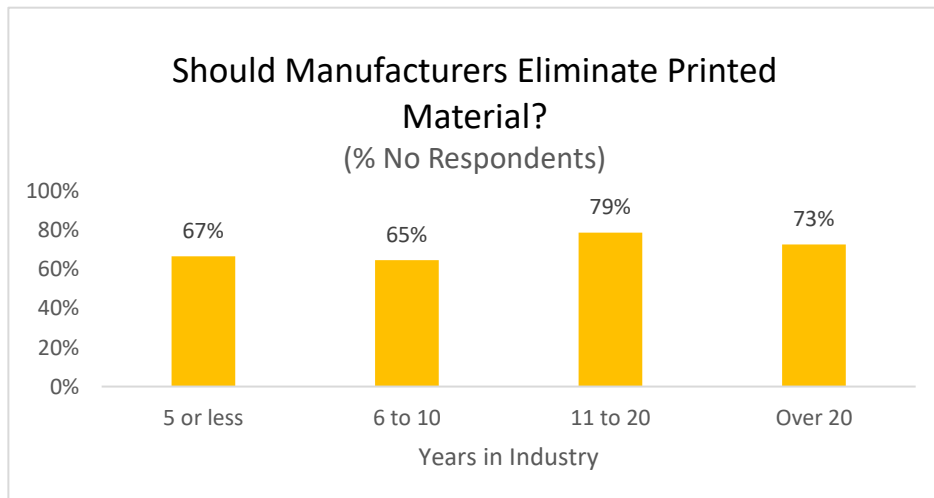
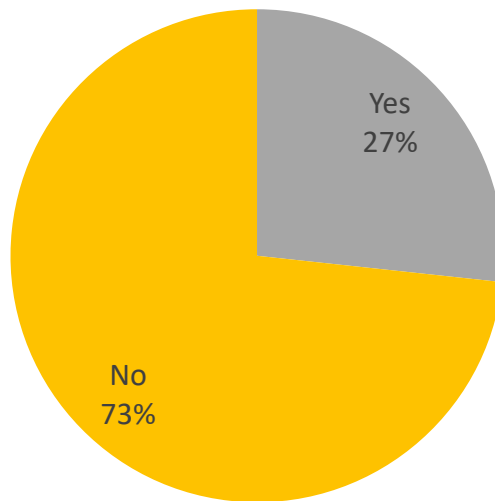


***Building professionals do not want manufacturers to eliminate printed materials.***

Should product manufacturers eliminate all printed materials in favor of digital?



**TAKE AWAY:** Despite the volume of digital information available through the internet, building professionals still want and use printed materials from manufacturers. Even professionals "newer" to the industry still want and need printed materials.



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## Purpose:

To learn whether building professionals still want and use printed materials provided by manufacturers.

## Methodology:

AIM surveyed architects, interior designers and facilities. The survey was conducted on-line in January, 2020. Overall response was 176 completed surveys.

## Conclusion:

While many professionals recognize that printed materials can be bad for the environment and sometimes not necessary, the majority surveyed find they still want and need printed materials. The biggest reason professionals still use printed materials is because their clients request printed materials. In addition, building professionals find printed materials easier to share, pass along and review or reference. Many professionals find that while digital files are convenient and can be more up-to-date, the quality and pictures are not as good. Sometimes, they have limited or poor access to WiFi and use printed materials as a back-up. Despite the growing desire to eliminate paper to reduce the environmental impact and reduce storage space, many professionals often end up printing materials they need. Many building professionals want both printed and digital files or at least the opportunity to get them when needed.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=176. AIM is a business-to-business marketing communications company, ©February, 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.