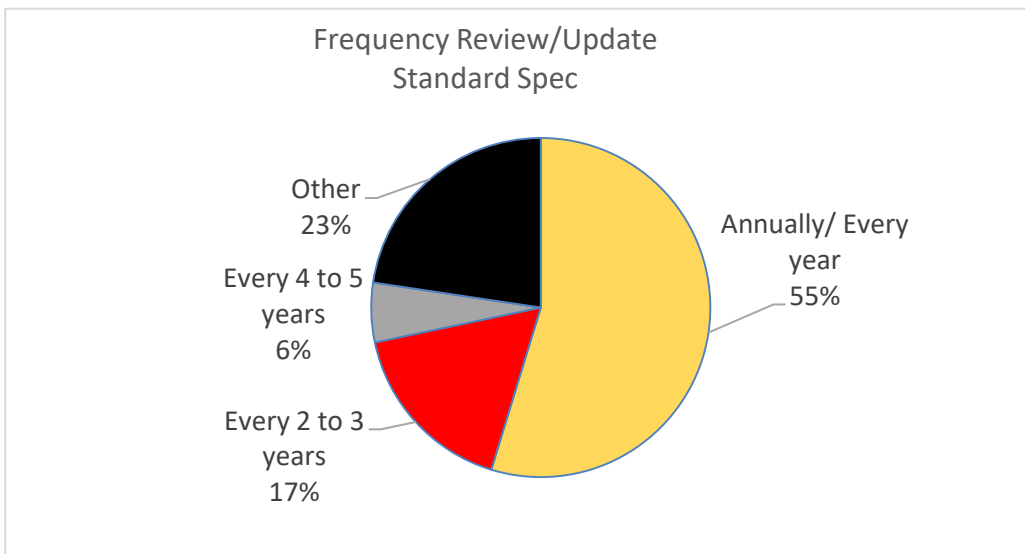
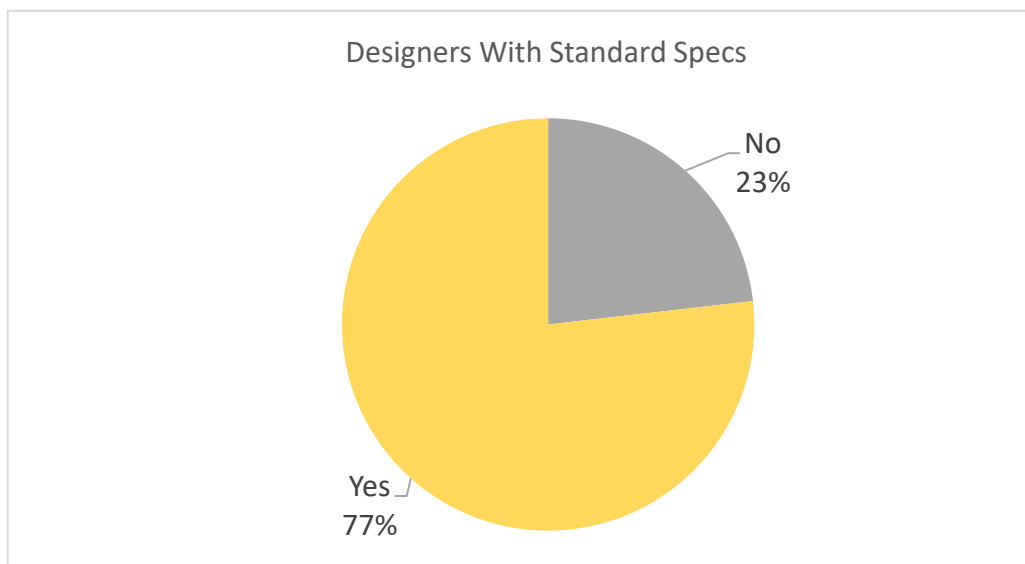


The majority of architects and designers have standard specs that they review and update at least annually.

Do you or your firm have standard specifications you use for your projects and how often are they reviewed?



TAKE AWAY: With the majority of designers using standard specs that are only reviewed annually, manufacturers need to continuously monitor specs for their brand's presence.

Purpose:

To learn more about designers use of standard specifications in order to help product manufacturers understand the importance of keeping designers updated.

Methodology:

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

Conclusion:

The majority or 77% of designers do have standard specifications. While designers typically adjust the standard specifications as needed, most (55%) will at least review and update their "standard" firm specifications annually. For manufacturers, that means there is a limited window when they can get their product into the specifications if they are not already there. Manufacturers need to continue to find ways to keep architects and designers updated on their products and how they apply to the projects architects/designers are working on.

