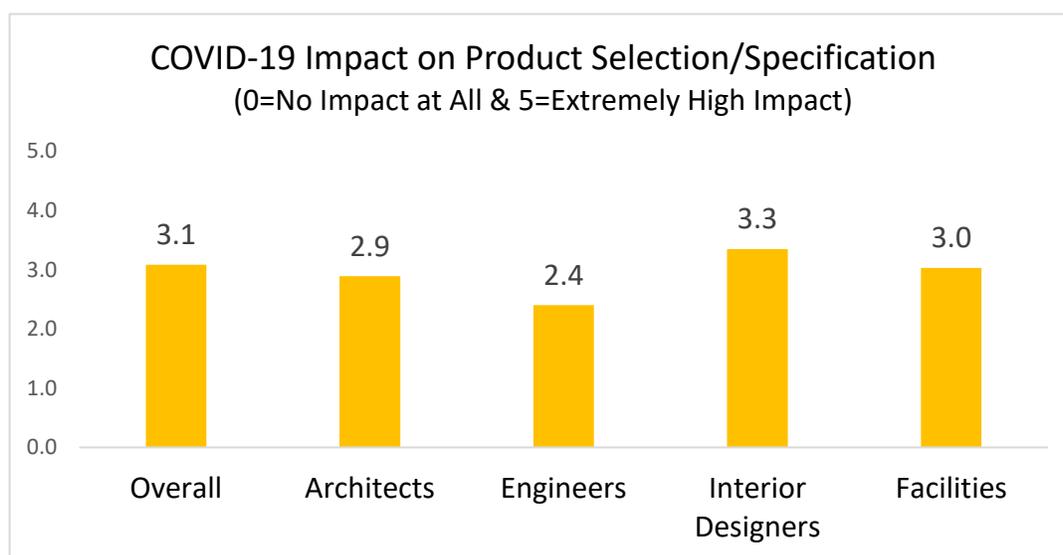


COVID will and is having an impact on building professionals' product specifications and selections.

How much impact will the COVID pandemic have on your future selection and specification of products for the facilities you are involved with?



Sample Comments:

- *I can see an increase in request for easy to clean products and products that can inhibit growth of bacteria. This will likely be applicable in all typologies.*
- *I think we will be specifying less new material because it is harder to be educated about it. Also, since shipping times have been affected, I would rather specify materials that don't have to ship from as far away.*
- *If products are not available we have to select others.*
- *Less likely to use new products. More comfortable sticking with previous products.*
- *More emphasis on how well products disinfect to kill COVID. How easy to clean after use and safety of those products to staff and clients.*
- *The biggest issue we've seen is some things we previously specified are not available. We are finding fewer options available than before for certain products.*
- *We will take into consideration the products ability to be disinfected to coordinate with our internal cleaning protocol.*

TAKE AWAY: All building professionals indicate the COVID pandemic has and will impact their product selections and specifications. To increase a product's chance of being purchased, manufacturers should make sure they have product available and stress the cleanability and resistance to bacteria where possible.



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Purpose:

To determine if COVID-19 will impact building professionals' selection and specification of products.

Methodology:

AIM surveyed architects, interior designers, engineers and facility managers. The survey was conducted on-line in August, 2020. Overall response was 142 completed surveys.

Conclusion:

Overall, building professionals indicated that the COVID-19 virus would have some impact on the products they select and specify. In fact 42% of professionals indicated it would have a "high" impact. While interior designers and facilities indicated COVID would have a slightly higher impact, architects and engineers still felt there would be some impact. The open-ended comments indicate that the virus has increased the need for products to be easy to clean, resistance to bacteria and able to meet safety requirements and cleaning protocol. In addition, while product availability is always important to product purchase, the COVID situation has caused issues with availability, forcing professionals to select alternative products. Also, many building professionals indicated they were less likely to try new products/materials because the virus has made it more difficult for them to stay educated on new products on the market. With many building professionals working remotely, product manufacturers need to make sure they keep their websites current and also make other "virtual" product resources easily accessible.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=142. AIM is a business-to-business marketing communications company, ©August, 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. Website: www.a-i-m.com. Thank you.