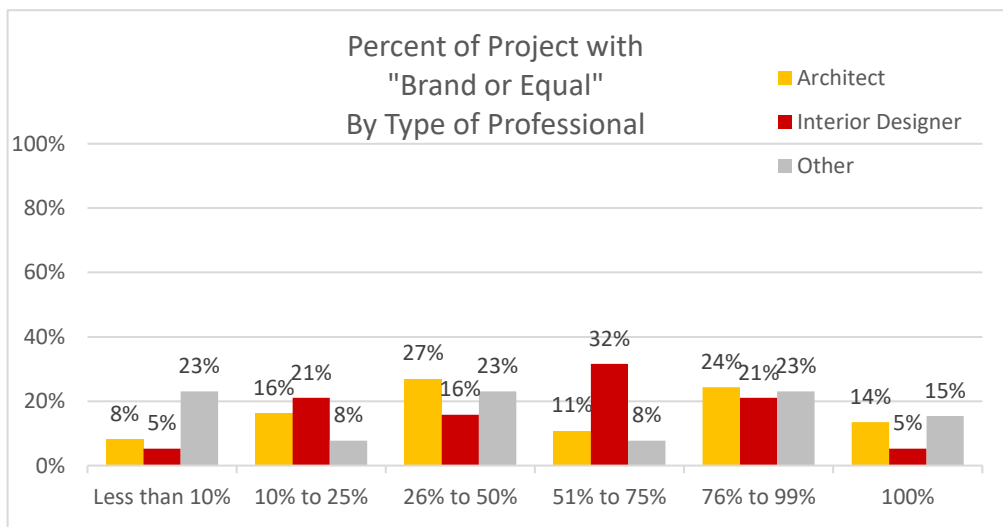
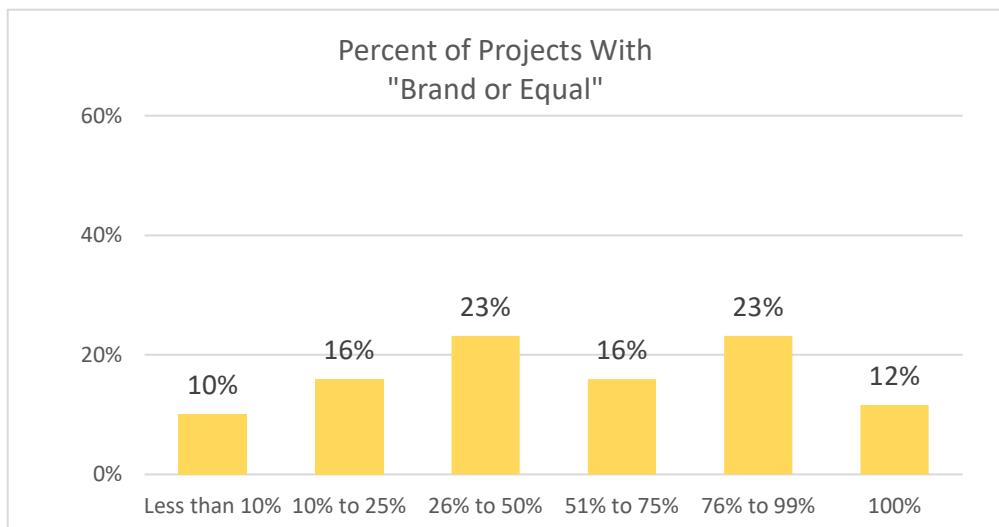


***The majority of designers will use "brand or equal" in over 50% of their projects.***

How often do you include the "brand or equal" language when specifying a particular brand of product?



**TAKE AWAY:** Since architects, interior designers and other specifiers use "brand or equal" in the majority of their projects, a specified brand can easily be "substituted" out by giving contractors additional brands to choose from. Manufacturers need to communicate to designers and owners how their brand is unique and can better meet the designer's project objectives.

# aim SNAPSHOTS

**No. 2019.4**  
**Released: 7/2019**

## Purpose:

To evaluate how often designers include "brand or equal" in their product specifications and to learn if this is different depending on the type of designer.

## Methodology:

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

## Conclusion:

Overall, 51% of designers use "brand or equal" language in over 50% of their projects and 35% use this language in over 75% of their projects. Interior designers are slightly more likely to use "brand or equal" in their specifications with 58% indicating over 50% of their projects will include this language. This is compared to only 47% of the architects or other specifiers indicating over 50% of projects include this language. Designers are many times required to use "brand or equal" to ensure competitive product pricing. This is especially true on public/government projects.

aim

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=75. 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](mailto:inquiries@a-i-m.com). Website: [www.a-i-m.com](http://www.a-i-m.com). Thank you.