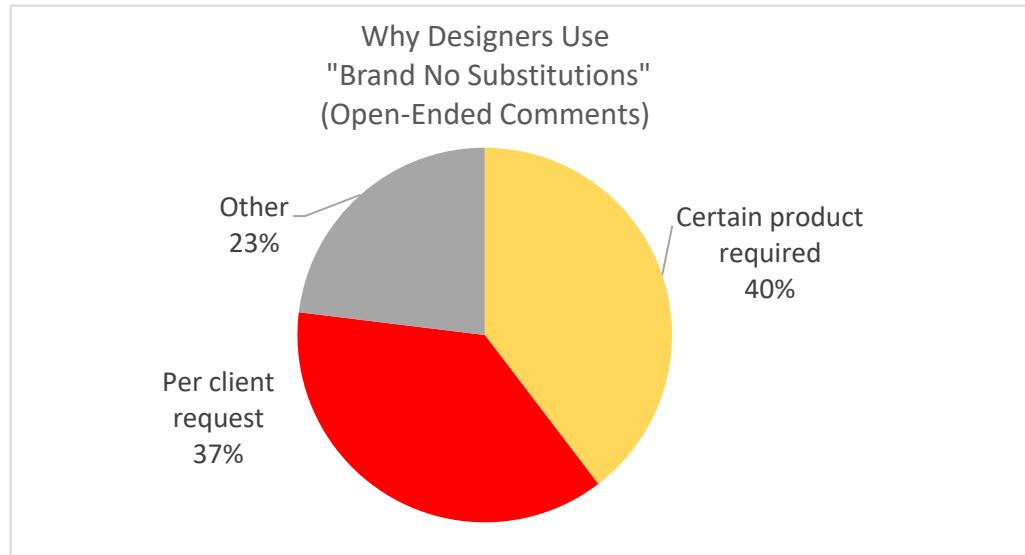
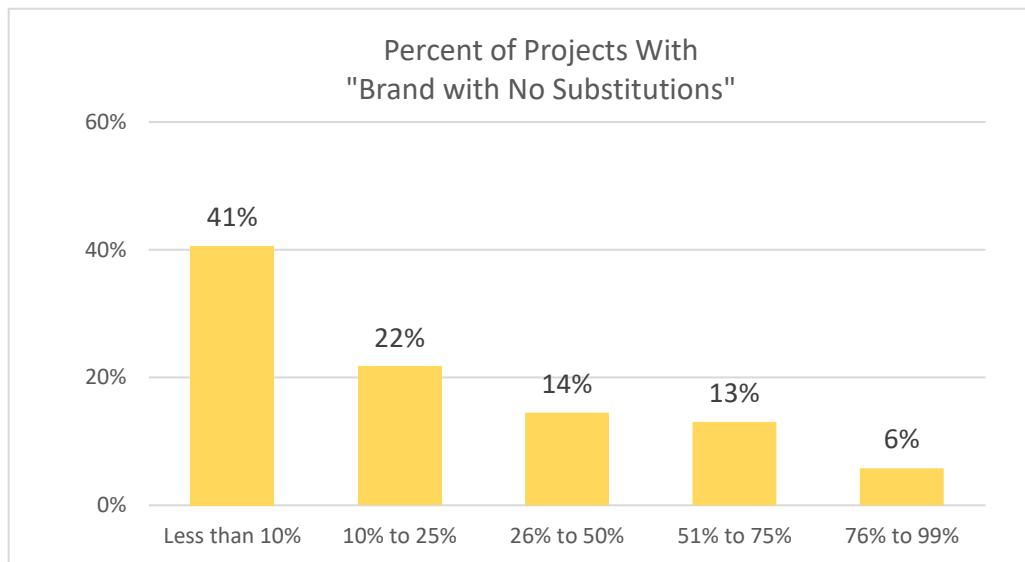


***Most designers do not list a specific brand with no substitution in their specifications. The majority use "no substitutions" on less than a quarter of their projects.***

How often do you include the "brand with no substitutions" language when specifying a particular brand of product?



**TAKE AWAY:** Occasionally architects/designers will need to specify a "brand with no substitutions". The reason they use this type of language is because that specific product is required either to meet code, design objectives or required by the client. Manufacturers should differentiate their brand from others and make designers aware why there is "no equal".



No. 2019.5  
Released: 7/2019

## Purpose:

To evaluate how often architects/designers specify a "brand with no substitution" in their product specifications and to learn why they might use this language over standard "brand or equal" language.

## Methodology:

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

## Conclusion:

The majority of architects'/designers' will only specify a "brand with no substitutions" rarely with 62% indicating they only use this language on less than 25% of their projects. Most often, designers use a "brand with no substitutions" when a product is unique and is the only way to meet project requirements. In addition, architects/designers will need to use this language when a client requests a specific product. Owners often require products that meet existing building products or that they have previous experience with. Manufacturers need to be aware of how their brand can assist designers and owners in meeting their project objectives.



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. Website: [www.a-i-m.com](http://www.a-i-m.com). Thank you.