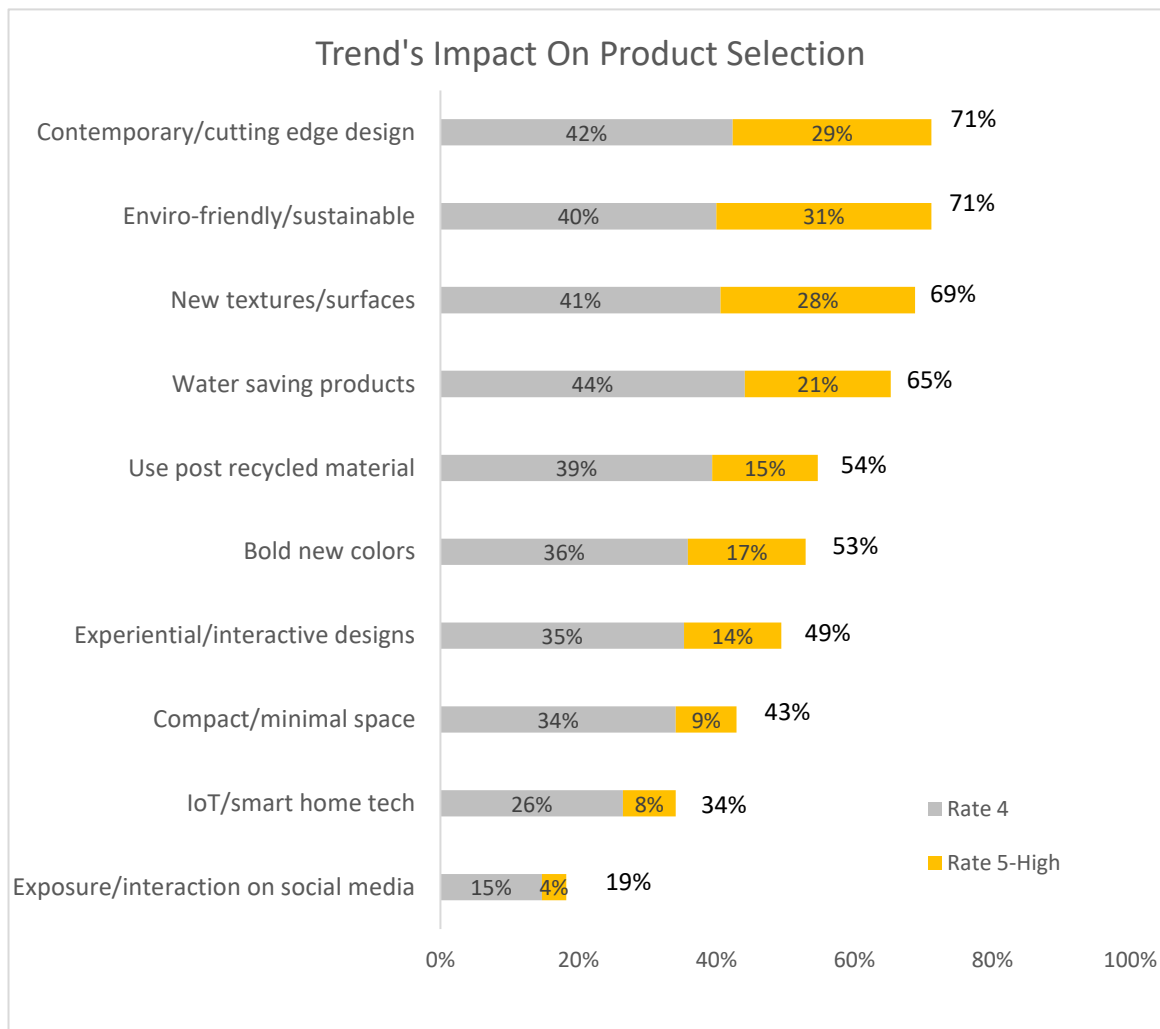


***New, contemporary and cutting-edge design with enviro-friendly features have the most impact on designer's product selection.***

How much impact do the following trends have on your product selections? (1=No Impact & 5=High Impact)



**TAKE AWAY:** While building construction professionals are always looking for new bold textures, colors and cutting edge design, they also look at a product's impact on the environment, use of recycled materials and ability to conserve water.



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## Purpose:

To understand how current trends in the building construction market impact building construction professional's product selections.

## Methodology:

AIM surveyed architects, interior designers and facilities. The survey was conducted on-line in October, 2019. Overall response was 170 completed surveys.

## Conclusion:

Designers and construction professionals are always looking for the newest colors, textures and design elements. However, product selection is also impacted by many other factors. While cost and client's preferences will always impact product selection, product manufacturers need to provide building professionals with information on how their product impacts the environment. This includes the product's use of recyclable content, water saving features and sustainability. Other current trends impacting building professional's product selection include: products that are experiential/ interactive, use smart technology and minimal space.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=170. AIM is a business-to-business marketing communications company, ©October, 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.