

THE RESULTS ARE HERE...

See Which Suppliers Your Colleagues Choose To Use

First Annual Brand Preference Study Celebrates Market Leaders

This year, ARCHITECT conducted its first brand preference survey to determine how its readers—your colleagues—rate the industry's foremost suppliers. Over 700 brands within 41 product categories were rated through an extensive mail survey of randomly selected readers, conducted by an independent research firm.

Specifically, the survey wanted to determine which brands were most familiar, specified most frequently over the past 2 years, used most and were the best quality among all product categories.

The winning results of the "Brand Leader" study for each category are listed below. Upcoming issues of ARCHITECT (March, April and May 2009) will reproduce the results in limited sections for further review.

Thanks to all for participating. Don't forget to contact each manufacturer directly if you would like to obtain further information on the winning products.

Product Category	Brand Familiarity	Brands Speced/Used in Past 2 Years	Brands Speced/Used the Most	Highest Quality Rating
ARCHITECTURAL MOLDINGS	Fypon	Fypon	Fypon	Chadsworth
BUILDING WRAP	Tyvek (Dupont)	Tyvek (Dupont)	Tyvek (Dupont)	Tyvek (Dupont)
CABLE/RAIL SYSTEMS	HDI Railing Systems	HDI Railing Systems	Feeney Architectural Products; HDI Railing Systems; Pfeifer Cable Structures	HDI Railing Systems
CARPET	Mohawk Industries	Shaw	Shaw	Interface Flooring Systems
CEILING SYSTEMS	Armstrong	Armstrong	Armstrong	Armstrong
CERAMIC TILE	American Olean	Daltile	Daltile	Ann Sacks
COMPUTER SOFTWARE	AutoCAD	AutoCAD	AutoCAD	Sketchup
COMPUTERS/PRINTERS	HP Printer	HP Printer	HP Printer	HP Printer
CONCRETE/CONCRETE MATERIALS	Bomanite	MAPEI	MAPEI	Hohmann & Barnard
DOORS & FRAMES: METAL	Kawneer	Kawneer	Kawneer	Kawneer
EIFS SYSTEMS/STUCCO	Dryvit Systems	Dryvit Systems	Dryvit Systems	Georgia-Pacific
ELEVATORS/ESCALATORS	Otis Elevator Co.	Otis Elevator Co.	Otis Elevator Co.	Otis Elevator Co.
ENTRANCES/STOREFRONTS	Kawneer	Kawneer	Kawneer	Pilkington Building Products
FLOORING: RESILIENT	Armstrong	Armstrong	Armstrong	Armstrong
FLOORING: WOOD	Bruce HardWood	Bruce HardWood; Shaw	Shaw	Bruce HardWood
GLASS	PPG Industries	PPG Industries	PPG Industries	PPG Industries
GLAZED CURTAIN WALLS	Kawneer	Kawneer	Kawneer	Kawneer
GYPSUM BOARD	Georgia-Pacific	United States Gypsum	United States Gypsum	United States Gypsum
HARDWARE/LOCKSETS	Schlage Lock Co.	Schlage Lock Co.	Schlage Lock Co.	Hafele America
HVAC	Carrier	Carrier	Trane	Trane
INSULATION	Owens Corning Fiberglass	Owens Corning Fiberglass	Owens Corning Fiberglass	Owens Corning Fiberglass
INSURANCE	Aflac	Victor O. Schinnerer C N A	Victor O. Schinnerer C N A	Victor O. Schinnerer C N A
KITCHEN & BATH HARDWARE	Kohler Co.	Kohler Co.	Kohler Co.	TOTO USA, Inc.

SURVEY METHODOLOGY: A random survey sample of 3,500 architects and designers readers was selected by Hanley Wood and Readex from the domestic circulation of ARCHITECT. Seven versions of a 4-page, mail questionnaire were designed by Hanley Wood and Readex. Data was collected from June 20 to August 4, 2008. The survey was closed for tabulation with 1,242 usable responses (a 35% response rate). The margin of error for percentages based on all 1,242 usable responses is $\pm 2.8\%$ at the 95% confidence level.

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LAMPS/LIGHT SOURCES	Philips Lighting	Philips Lighting	GE Consumer & Industrial Lighting; Philips Lighting	Philips Lighting
LIGHTING CONTROLS	Leviton	Leviton	Leviton	Lutron Electronics
LIGHTING FIXTURES: INDOOR: ARCHITECTURAL-TECHNICAL	Lightolier	Lightolier	Lightolier	Louis Poulsen Lighting
LIGHTING FIXTURES: INDOOR: DECORATIVE	Artemide	Artemide	Artemide	Artemide
LIGHTING FIXTURES: OUTDOOR & LANDSCAPE	Kim Lighting	Kim Lighting	Kim Lighting	Kim Lighting
MANUFACTURED STONE	Cultured Stone	Cultured Stone	Cultured Stone	Eldorado Stone
MASONRY/BRICK	Belden Brick Co.	Belden Brick Co.	Belden Brick Co.	Belden Brick Co.
METAL FABRICS	Dietrich Metals	Dietrich Metals	Dietrich Metals	N/A
PAINT/STAINS/FINISHES	Sherwin-Williams Co.; Benjamin Moore & Co.	Benjamin Moore & Co.	Benjamin Moore & Co.	Benjamin Moore & Co.
ROOFING/WALL PANELS: METAL	Alcoa Building Products; Kalwall Corp.	Fry Reglet	Fry Reglet	Fry Reglet
ROOFING: MEMBRANE	Johns Manville	Johns Manville	Carlisle SynTec	Carlisle SynTec
SKYLIGHTS	Andersen Windows	Andersen Windows	Velux-America, Inc.	Velux-America, Inc.
SOLID SURFACING	DuPont Corian	DuPont Corian	DuPont Corian	DuPont Corian
SYSTEMS FURNITURE	Steelcase	Herman Miller	Steelcase	Herman Miller
TRANSLUCENT WALL & ROOF SYSTEMS	Kalwall Corp.	Kalwall Corp.	Kalwall Corp.	Kalwall Corp.
WINDOW TREATMENTS	Hunter Douglas Contract; Levolor	Hunter Douglas Contract	Levolor	MechoShade Systems, Inc.
WINDOWS: VINYL	Andersen Windows; Pella Corp.	Andersen Windows	Andersen Windows	Pella Corp.
WINDOWS: WOOD	Andersen Windows; Pella Corp.	Andersen Windows; Pella Corp.	Pella Corp.	Marvin Windows & Doors