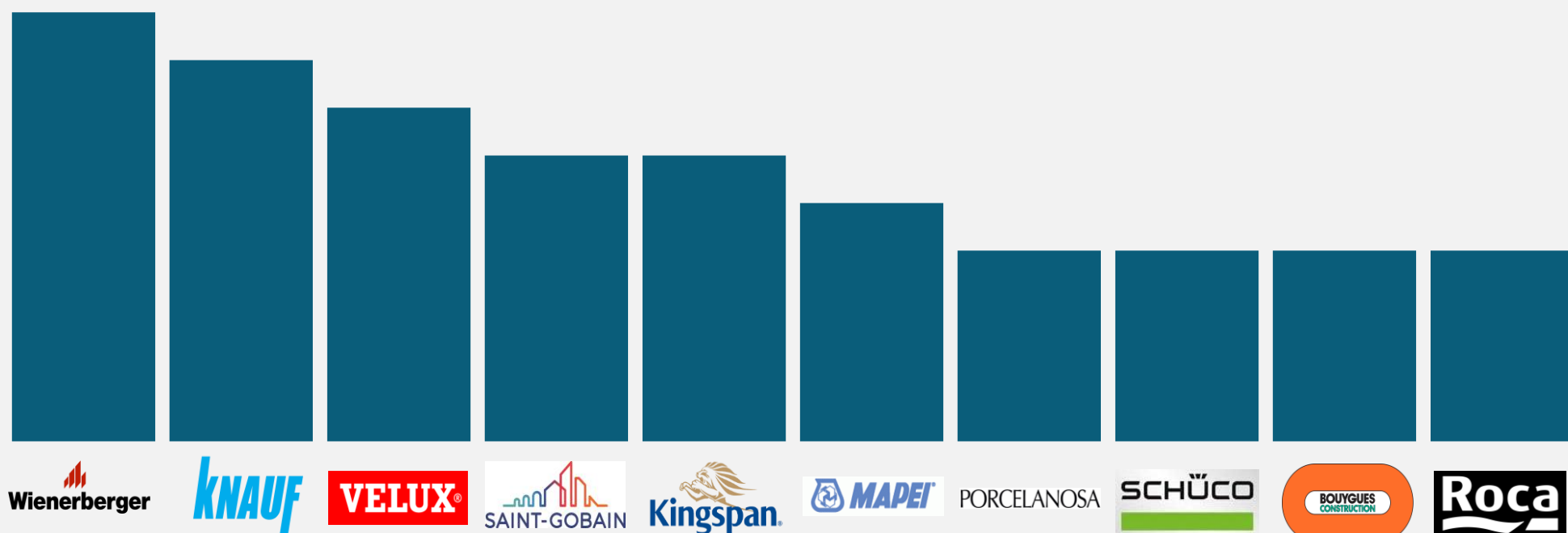


Brand Health Scan

USP

European Architectural Barometer Q3 2020

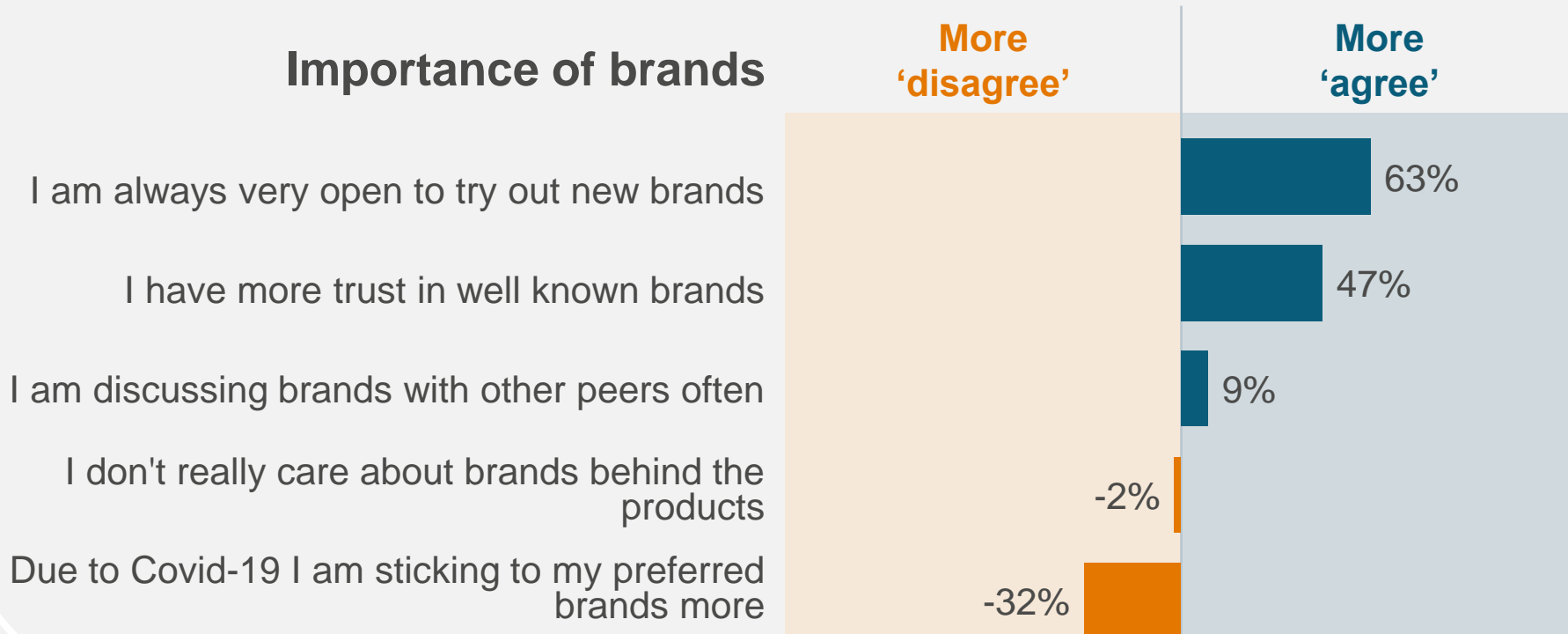
Brand leaders in Europe



Top 5 most important aspects when choosing a manufacturer

Provides technical information	92%	89%	97%	97%	100%	89%	94%	85%
Price quality ratio	81%	93%	91%	87%	93%	90%	97%	67%
Services*	89%	75%	80%	90%	89%	89%	83%	71%
Developing sustainable products	84%	68%	90%	81%	91%	84%	82%	27%
Developing innovative products	48%	58%	68%	72%	88%	84%	73%	43%

Importance of brands



Balance: % (strongly) agree minus % (strongly) disagree

This report provides both **cross country and country specific results** expressing the view of architects on professional media usage.

MORE ON BRAND HEALTH SCAN

- ✓ Insight in brand and manufacturer aspects
- ✓ Insight in the leading brands in construction
- ✓ Insights in the brand awareness and preference per product category:
 - ✓ Floor and wall tiles
 - ✓ Insulation materials
 - ✓ Floor covering products
 - ✓ Facade cladding
 - ✓ Bathroom products
- ✓ Daylight solutions
- ✓ Lighting systems and solutions
- ✓ Sun cladding
- ✓ Brick cavity walls
- ✓ Waterproofing solutions
- ✓ Paint
- ✓ Ventilation and indoor climate
- ✓ Ceiling tiles

