Insulation industry has the best approach towards architects

***Rotterdam, 5 March 2015* – According to the European architects, the insulation industry has the best approach towards architects when. In the different countries manufacturers like ROCKWOOL, Kingspan and ISOVER are mentioned as having the best approach. Half of the architects in most countries also state that the sales and marketing efforts of manufacturers are good, but the line where it becomes irritating is very close by. These are some of the conclusions of the Q4 2014 European Architectural Barometer report, a quarterly research among 1,600 architects in eight European countries.**

In a previous article we showed that company characteristics in combination with offered services are important for architects. This article shows that the insulation industry is having the best approach towards architects according to the architects themselves. When looking at manufacturers of aesthetical, functional and technical products insulation manufacturers are mentioned most frequently.

Brands/ manufacturers that approach the architects best	Aesthetical		Functional		Technical	
	Dulux	30%	Kingspan	41%	DORMA	14%
	Brillux	24%	BRAAS	18%	VIESSMANN	16%
	Placoplatre	12%	ISOVER	13%	legrand	13%
	PORCELANOSA	11%	ISOVER	18%	Roca	15%
	MAPEI	15%	MAPEI	23%	bticino	26%
	sikkens	13%	ROCKWOOL	14%	DUCO	5%
	KNAUF	24%	Wienerberger	25%	VIESSMANN	25%
	Ceresit	4%	ROCKWOOL	8%	AERECO	3%

The manufacturers should also be aware that they don't overload the architects with information. Right now approximately half of the architects in all eight countries think the sales and marketing efforts of the manufacturers is good. However the irritation point is not far away. One out of five architects in the UK and Netherlands already thinks it is too much and irritating. Next to that, there is a large group of architects (app. 25%) in each country who think the information is too much but still not irritating. The only exception is Spain, there we find the smallest group of architects complaining about the information they get from manufacturers.

These and many other results and trends of the developments of the European construction market can be found in the European Architectural Barometer, an international market research conducted among 1,600 architects in Europe. This study is conducted in Germany, France, Italy, Spain, United Kingdom, the Netherlands, Belgium and Poland by Arch-Vision four times a year. Besides indicators to forecast the European building volumes, a specific topic is highlighted each quarter. The topic in Q4 2014 was "Cooperation with building product manufacturers". The topic for Q1 2015 is "Love Brands", an essential topic to investigate since we've seen that the brand is very important.

More information

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