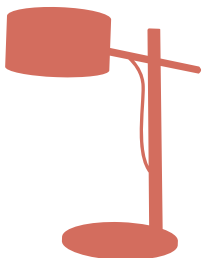
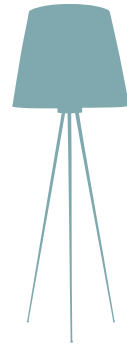


# Product Category Benchmark Study: Ancillary Furniture



# Meet ThinkLab

ThinkLab is the research division of SANDOW. We are a diverse group of individuals united by our expertise in and love of the design world. Immersed in this industry, we have daily insight into the challenges facing architects, designers, and the consumers who hire them. We leverage these insights – along with varied market research techniques – to uncover relevant trends and opportunities that connect back to our clients' brand and business goals in a thought-provoking, creative, and actionable way. We like to say we remove assumptions and replace them with facts.

Now that we've met, your insights await...



## FOCUSED ON THE DESIGN INDUSTRY

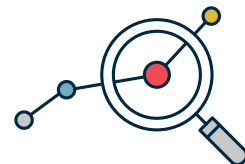
ThinkLab is the only market research firm wholly focused on the design industry (and the ecosystem that surrounds it).



## MORE THAN RESEARCH

Research is at the core of all we do. But it's not all that we do.

ThinkLab is known for leveraging broad, neutral industry perspective to produce insights that answer your most challenging business questions.



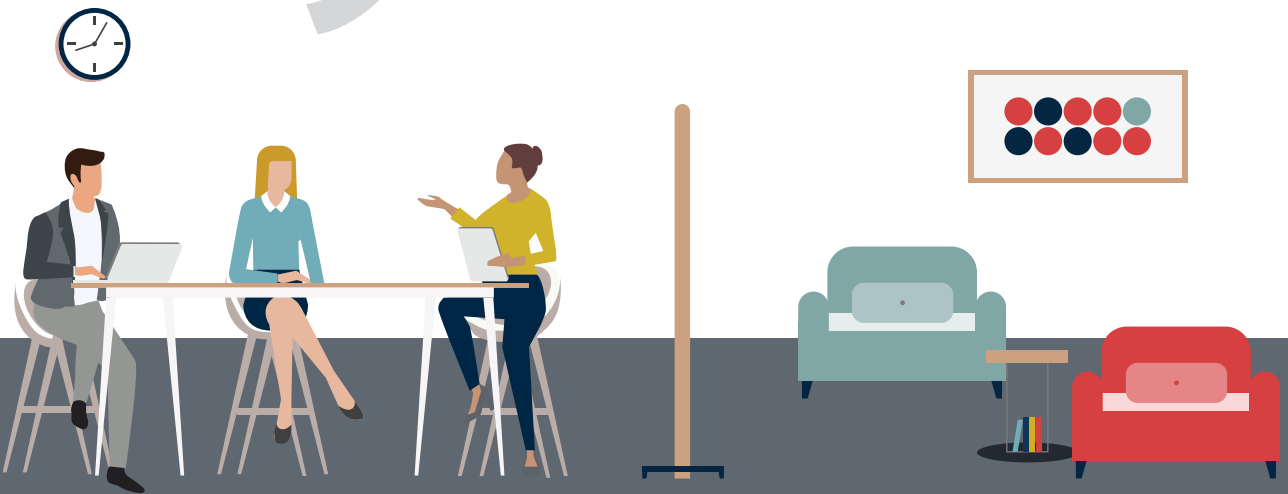
## EMPOWER INFORMED DECISIONS

Most importantly, we help you INTERPRET and APPLY exactly what that means for your business.

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SAMPLE



# 01 Introduction

If you are a contract ancillary furniture manufacturer that has ever wondered how designers perceive your segment of the market, this report is for you. ThinkLab conducted numerous product category benchmark studies (ancillary furniture being one) where we unpacked A&D perceptions on the prevalence of ancillary furniture specification today and characteristics surrounding product specification that are near and dear to a specifier's heart.

You may be interested in other product category benchmark studies that ThinkLab offers:

- Contract Fabric
- Contract Flooring
- Kitchen and Bath
- Lighting
- Surface Materials

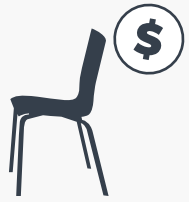
This report also looks at top brands in the category from a variety of angles. What brands are designers' top-of-mind favorites? Does this vary by vertical market, and if so, which brands are leading in residential vs. commercial vs. education and more? There are also a variety of important attributes that define brands and create nuances between them. There may be certain organizational pillars or goals that you as a manufacturer rally around (like sustainability, top-notch customer service and reliability, or high design), and this report will break down which brands rise to the top in those areas specifically as well.

This report serves both as a peek into current specifier perceptions as well as a way to measure how your brand currently stacks up. Your marketing teams can scout the competition to understand who rises to the top and why, and watch the needle move year-over-year as designer experiences with ancillary furniture brands evolve.



# 02 Executive Summary

Here is a quick snapshot of the top 5 highlights from this study:


**01** 

The average total furniture budget dedicated to ancillary furniture is: **\$XXXX**

**02** The **top 3** attributes designers look for when specifying ancillary furniture are

-  1. Solendi omto inim et, sa doleu ntotae net exped ea nihillnda
-  2. Solendi omto inim et, sa doleu ntotae net exped ea nihillnda
-  3. Solendi omto inim et, sa doleu ntotae net exped ea nihillnda




**03** Main reasons product is swapped during the **VE process**

-  **A.** Solendi omto inim et, sa doleu ntotae net exped ea nihillnda Ro te nonem estrum harum Us unda sumqui ommos magna dolorpo
-  **B.** Solendi omto inim et, sa doleu ntotae net exped ea nihillnda Ro te nonem estrum harum Us unda sumqui ommos magna dolorpo
-  **C.** Solendi omto inim et, sa doleu ntotae net exped ea nihillnda Ro te nonem estrum harum Us unda sumqui ommos magna dolorpo

**04** **Top specifier** needs from ancillary furniture manufacturers are

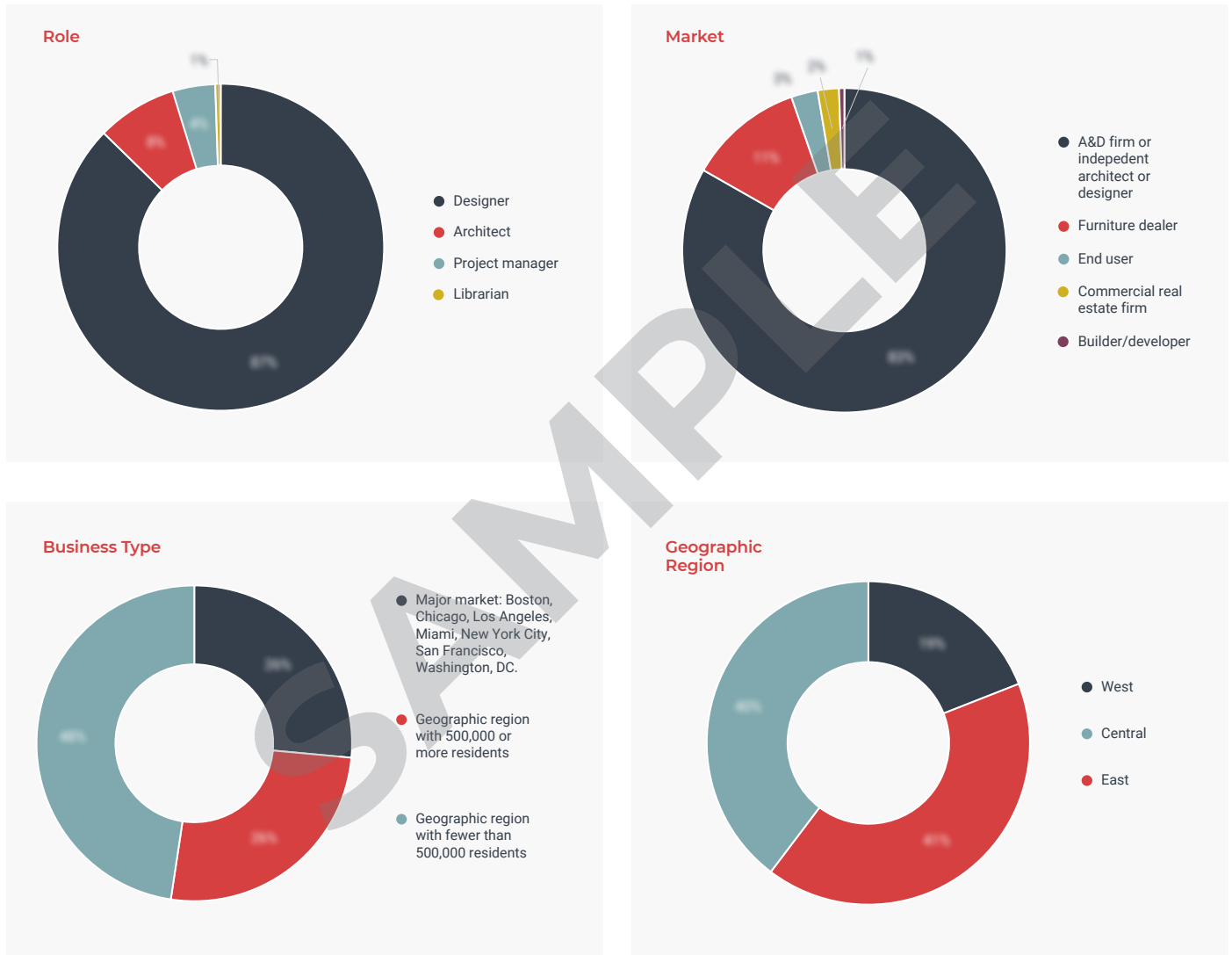
-  1. Solendi omto inim et, sa doleu ntotae net exped ea nihillnda Harum esediore ic temqui bea net lab ius eatu alitem eic
-  2. Solendi omto inim et, sa doleu ntotae net exped ea nihillnda Harum esediore ic temqui bea net lab ius eatu alitem eic
-  3. Solendi omto inim et, sa doleu ntotae net exped ea nihillnda Harum esediore ic temqui bea net lab ius eatu alitem eic

**05** **Favorite ancillary** brands by vertical market include

 Corporate Office	 Higher Education	 Healthcare
1. Brand 01	1. Brand 01	1. Brand 01
2. Brand 02	2. Brand 02	2. Brand 02
3. Brand 03	3. Brand 03	3. Brand 03
4. Brand 04	4. Brand 04	4. Brand 04
5. Brand 05	5. Brand 05	5. Brand 05

### 03 Methodology and Survey Demographics

{XYZ} responses were collected from key U.S.-based specifiers nationwide. Here is a breakdown of who they are, the market sizes they serve, the range of experience levels they bring to the conversation, and their most served vertical markets.



## Here's what the rest of the report will include.

The remainder of this report will answer the following questions, complete with charts and demographic data cuts that provide additional insight into changes in the data based on market, region, years of experience, etc:

**04**

### Understanding the Ancillary Furniture Market Segment

- Number of projects that require the specification of ancillary furniture
- Average percentage of the total furniture budget that is dedicated to ancillary furniture

**05**

### The Designer's Perspective on Ancillary Furniture Selection

- Most important attributes when evaluating which ancillary furniture products to specify (ex: durability/quality, price, aesthetic appeal, manufacturer's reputation, etc.)
- Frequency of product substitution during the value engineering process
- Common reasons for a manufacturer to be swapped from a bid specification
- Improving the level of support A&D receive from ancillary furniture manufacturers

**06**

### Ancillary Furniture Brand Evaluation

- Go-to brands in ancillary furniture
- Go-to brands in ancillary furniture by vertical market
- Most design-driven ancillary furniture brand
- Most environmentally friendly ancillary furniture brands
- Most affordable ancillary furniture brands
- Most trusted ancillary furniture brands
- Easiest ancillary furniture brands to do business with



## **INTRIGUED BY OUR RESEARCH?**

We invite you to join in at [thinklab.design/join-in](http://thinklab.design/join-in) to hear about our latest initiatives related to researching the world of design.

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We'd love to hear from you:

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