

# Case Study

## Behr Paints improves their specification rates with SpecLink



Since 2014, Behr Corp. has been able to put more of its paints, stains, and coatings in front of the right construction projects at exactly the right time through its inclusion in BSD's SpecLink-E software product.

The result has been a significant increase in Behr's visibility and specification inclusion rate.

Building product manufacturers know how crucial it is to get their products in front of architects, project owners, and contractors as early as possible within the construction lifecycle. The more design professionals that see information about Behr's products, the more chances their products have to be included in construction projects.

But it's not just the manufacturers' name; design professionals want to be assured that they can specify a manufacturers' products correctly. "Specifying the right product in an architectural project requires a lot of specific knowledge," said Robert Paul Dean, FAIA, board chairman of BSD. "We want to assist the specifier in gaining that knowledge." This year, through SpecLink, more than 10,000 users will specify manufacturers by name over a million times.

"BSD has one of the most professional teams I have ever worked with," said Janet Piccola, FCSI, Director, National Architectural Division, Behr Process Corp. "I cannot say enough about Paul Worosz's input, assistance, and training as we built and started to utilize the platform. He was with us every step of the way and made our association one in which we feel a personal relationship with the organization."

In addition to providing a high level of service and support, extensive on-site personal training, and extensive supporting documents and materials, BSD offers manufacturers a number of additional benefits. Three monthly reports provide manufacturers with information about who's using, or excluding, their products; how many active SpecLink-E projects are using their products; and a

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dashboard in that summarizes the manufacturer’s SpecLink program results in an easy-to-read format. This kind of information helps manufacturers follow up with firms that need additional assistance – and share competitive intelligence with colleagues across their own organization.

Piccola pointed out the quarterly reports on Behr’s specification rates have been “top-notch” and that BSD remains very responsive long after the sale was made.

“They did not disappear as soon as the product set up was done, but continued the relationship, training, support, and outreach. We have been with BSD 2.5 years now. Nice to know you can always have a resource to call when questions and needs arise.”

Most specifiers of large projects - new commercial and commercial renovation, hospitals, commerce centers, multi-family and mixed use projects, manufacturing, city infrastructure, hotels, restaurants, and major big box chains - use master specifications systems like SpecLink.

Relational databases, such as SpecLink, are the only way to obtain reliable, up-to-date, and accurate information about specification rates.

SpecLink is a favorite among architectural and engineering firms because it delivers updates automatically via the Internet and can smoothly be integrated into current or archived projects.

Find out more about how your company can benefit from SpecLink by calling the number below, or by visiting [www.bsdspeclink.com](http://www.bsdspeclink.com)

Telephone: **1-888-273-7638**

**OVERVIEW**

From July, 2014 to June, 2016

**SPECLINK FIRMS:**

389

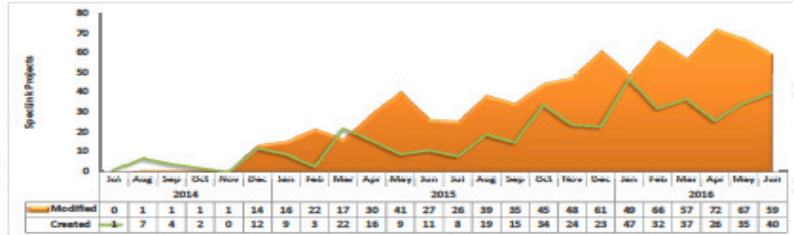
FIRMS SPECIFYING BEHR PROCESS CORPORATION IN SPECLINK



**SPECLINK PROJECTS:**

881

TOTAL PROJECTS SPECIFYING BEHR PROCESS CORPORATION IN SPECLINK



**TOP 25 SPECLINK FIRMS SPECIFYING BEHR PROCESS CORPORATION:**

Rank	Firm Status	Company: CompanyName
1	Returning	Firm 1
2	New in last 12 months	Firm 2
3	Returning	Firm 3
4	Returning	Firm 4
5	Returning	Firm 5
6	Returning	Firm 6
7	New in last 12 months	Firm 7
8	Returning	Firm 8
9	Returning	Firm 9
10	Returning	Firm 10
11	Returning	Firm 11
12	Returning	Firm 12
13	Returning	Firm 13
14	New in last 12 months	Firm 14
15	New in last 12 months	Firm 15
16	New in last 12 months	Firm 16
17	New in last 12 months	Firm 17
18	Returning	Firm 18
19	New in last 12 months	Firm 19
20	Returning	Firm 20
21	Returning	Firm 21
22	New in last 12 months	Firm 22
23	Returning	Firm 23
24	New in last 12 months	Firm 24
25	Returning	Firm 25

**SPECLINK PROJECTS BY REGION:**

