

What is BrandedSPEC?

BrandedSPEC master specification sections are templates which assist spec writers to specify a product for their project.

By joining the Brand Partner program, your specifications will be made freely available to specifiers who regularly use Spex.ca specifications, thereby greatly increasing your chances of being specified.

- **Get your product specified**
- **Direct to your target client (specifier)**
- **Minimize product substitutions**
- **Accurate and current content**
- **Inexpensive**

Benefits to **Brand Partners**:

➤ Reach your target market - the specifier.	Specifications published by Spex.ca reach over 80% of the Canadian specifier community. Specifiers are most often the decision-makers for construction products.
➤ Increase your chances of being specified!	Specifiers will use BrandedSPEC sections because they are compatible with their master specifications; your chances of being base bid specified is greatly increased!
➤ Increased marketing exposure.	Specifiers browsing the Spex.ca web site can view the Brand Partner listing, contact information, distributors, as well as the product names associated with the BrandedSPEC sections.
➤ BrandedSPEC quality is assured.	Specifiers trust us enough to pay us an annual subscription to keep their specifications up to date. You can trust us too!
➤ BrandedSPEC sections are kept up to date with latest standards and building codes	BrandedSPEC sections are regularly reviewed and updated along with the generic ones maintained by Digicon.
➤ Users have access to YOUR BrandedSPEC sections while they are editing their project spec.	Specifiers who use our products will automatically look to BrandedSPEC sections first, because the files are guaranteed to be 100% compatible with their generic sections.
➤ Partners may use BrandedSPEC sections for marketing outside Spex.ca.	Add BrandedSPEC sections to your web site, catalogues, CD-ROM disks, or other promotional material.
➤ Create sales leads, by finding out who is downloading your BrandedSPEC sections.	Brand Partners receive user download reports containing accurate contact information, for follow up purposes.
➤ Get all this exposure and benefits for an entire year, for about the cost of a magazine ad!	When is the last time you reached 80% of the specifier market, were provided reports with contact information of those who accessed your documents, for a whole year, for the cost of a single ad?

Specifiers want your information in a useful and familiar format - why not deliver it to them that way?

* Subscribing to the **BrandedSPEC** program also helps to support the goals of Construction Specifications Canada (CSC), a Spex.ca alliance partner.

Why will specifiers want **BrandedSPEC**?

Benefits to Specifiers:	
➤ High quality, up-to-date product spec sections at no cost.	Ever meet a specifier who didn't like FREE and easy?
➤ Availability 24 hours a day, 7 days a week, 365 days a year.	Ever meet a specifier who didn't grind out a spec on a Sunday, when there is no sales rep available?
➤ Easy and simple to integrate into project specifications.	Specifiers already go to Spex.ca for their specifications; adding BrandedSPEC sections to their project is as easy as adding a CMS or NMS section.
➤ File formatting integrates seamlessly with Spex.ca software tools.	Spex.ca subscribers already use files formatted to be compatible with their Spex.ca editing software. Additional reformatting of text is not required to integrate a BrandedSPEC section into their project.
➤ Compatibility with Specnique	Specnique is a new generation specification editing software used by a growing number of specifiers. Specnique is a database technology providing project management tools, and poised to take advantage of the design industry's Building Information Model (BIM) movement.
➤ BrandedSPEC guide notes assist specifiers to generate a complete and enforceable project spec, including all relevant options.	BrandedSPEC sections are organized to enable specifiers to properly specify your product.
➤ Specification grammar meets the standard established by the CSC Manual of Practice, which are adopted by other commercial master specifications.	Specifiers will trust a specification, which is written using the same enforceable specification grammar used in the CMS and NMS masters.

A Win-Win Solution!

<p>Brand Partners Win: They get their name and product information in front of the specifier, when it's time to write the spec! They also receive information about who is downloading their specs.</p>
<p>Specifiers Win: They get access to quality product specifications, which aid the process of including all necessary options and performance values. The specs are free, and integrate seamlessly into their project specification files.</p>

How do you sign up?

Joining **BrandedSPEC** is a simple 2-step process:

- Development (or review) of the Branded Partner's **BrandedSPEC** section(s). The sections will be published in three file formats (Word, WordPerfect, and Specnique). This is a one-time task; technical updating is included in the annual subscription.
- Enroll in an annual **BrandedSPEC** subscription with Spex.ca.

Contact Spex.ca now to inquire about joining this new program.