

# Beyond Blocks and Bricks

Number Eleven

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## Getting into the spec

There are many ways to be in the spec: Convince the architect that your product is the best that the architect can specify. Legitimately be “or equal.” Develop a relationship with the architect that is so strong that the architect always specifies your product. Be the owner’s buddy.

After the fact, you can always ask the mason (another buddy) to submit your product and ask the architect to approve it. You can also put up a better field panel than the one for the specified product.

Sometimes, though, you have to ask to be on the list of approved products, particularly if the specification is explicit that no requests for substitution will be considered after the bid date. Read carefully; some specs state that fully documented requests must be made at least ten calendar days before the bid is due. Some also require that the GC make the request, not the product supplier.

Conspectus, Inc. is a firm of spec writers and specification consultants. Their web site—[www.conspectus.com](http://www.conspectus.com)—is very interesting, as are their Tech Tips and Spec Words. Conspectus addresses getting a product specified. Simply packaging all of your product data and sending it off to the designer is not the way to do it. There is a procedure outlined in the contract documents. Following this procedure increases the likelihood that, after the contract documents are issued, a designer will add your product to the approved list. Conspectus explains the procedure in one of their Tech Tips titled “Succeeding with Specification Requests.” You can find this Tech Tip here:

<http://www.conspectusinc.com/downloads/Documents/publications-download-TT-3030.htm>