

Products

SURVEY

2019 Brand-Use Study

Remodeling's bi-annual report on the brands used by professionals

Most remodelers, like consumers, tend to lean on specific product brands. There are brands we know, brands we use, and brands we perceive to be the best. In some cases, these are the same, but in many cases, not. As professionals, remodeling contractors must make specific product decisions on each job that are influenced by a range of business factors, including budget, product availability, and client demand. Quality is not an absolute. But by reporting on the range of brands that interface with remodeling professionals, clear trends emerge.

Every two years, REMODELING releases its brand-use study. The Farnsworth Group, which conducts the study for us, collected 1,493 responses this year from recipients of our magazine and newsletters who identified as professional remodelers. About 17% of these remodelers do some new construction, as well, but the vast majority, 83%, work exclusively on existing housing—43% of that work on structural alterations and additions, 35% on major replacements, and 22% on maintenance and repair work. About 73% of firms reporting took in under \$1 million in revenue while 15% took in between \$1 million and \$3 million, and 12% earned over \$3 million (of which only 2% earned over \$10 million). This snapshot of the industry not only underscores how rarefied the list of top remodelers published in this issue are, but demonstrates that we are an industry of small businesses—firms that, while providing service, are themselves in need of service and lasting performance from the products they spec.

As is reported here, the survey asks which product brands are the most familiar to remodelers, which brands do remodelers use most often, and which ones do they perceive to be the highest quality.

CATEGORY	HIGHEST OVERALL QUALITY	
Bath/ Shower Surround/ Shower Door	1. Kohler	2. Delta
Bathroom Ventilation Fans	1. Panasonic	2. NuTone
Tubs, Jetted and Non-Jetted	1. Kohler	2. Toto
Cabinets: Semi-Custom and Custom	1. Poggenpohl	2. Wood-Mode
Cabinets: Stock	1. Medallion Cabinetry	2. Wellborn
Caulks and Sealants	1. OSI Sealants 	2. Liquid Nails
Decking: Composite and Vinyl	1. Trex 	2. TimberTech 
Decking: Wood	1. Wolmanized Wood, 	2. Preserve 
Deck Railings	1. Azek Rail 	2. Trex Railing
Kitchen Appliances	1. Sub-Zero	2. Wolf
Doors: Entry	1. Marvin 	2. ProVia 
Doors: Garage	1. Overhead Door	2. Clopay
Doors: Patio	1. Marvin 	2. Andersen
Exterior Trim	1. Azek Trimboards 	2. HardieTrim 
Faucets	1. Kohler	2. Hansgrohe
Flooring: Laminate	1. Shaw	2. Armstrong
Flooring/ Surfaces: Ceramic Tile	1. Daltile	2. Ann Sacks
Flooring: Wood	1. Bruce	2. Armstrong
Laundry Appliances	1. Bosch	2. Miele
Lighting	1. Kichler	2. Halo
Lighting Controls/Switches	1. Lutron	2. Leviton
Locksets/ Hardware	1. Schlage 	2. Baldwin
Paints/Stains	1. Sherwin-Williams	2. Kilz
Ridge Vent Systems	1. GAF Cobra	2. CertainTeed
Roofing: Asphalt Shingles	1. GAF Timberline	2. CertainTeed
Roofing: Clay/Concrete/ Synthetic Tile	1. CertainTeed	2. Ludowici
Roofing: Metal	1. CertainTeed Matterhorn	2. Metal Sales Mfg
Siding: Engineered Wood	1. LP SmartSide	2. AraucoPly
Siding: Manufactured Stone	1. Eldorado Stone	2. ProVia 
Siding: Fiber Cement	1. James Hardie 	2. Nichiha
Siding: Vinyl	1. CertainTeed	2. Mastic (Ply Gem)
Sinks: Kitchen/Bath	1. Kohler	2. Franke
Surfacing: Laminate	1. Wilsonart	2. Formica
Surfacing: Quartz	1. Cambria	2. Caesarstone
Surfacing: Solid	1. Corian (DuPont)	2. Silestone
Toilets	1. Kohler	2. Toto
Windows: Fiberglass	1. Integrity (Marvin) 	2. Impervia (Pella)
Windows: Skylights	1. Velux 	2. Andersen
Windows: Vinyl	1. ProVia 	2. PGT 
Windows: Wood/ Wood Clad	1. Marvin 	2. Andersen