

B+L Marktdaten GmbH

Understanding and explaining construction





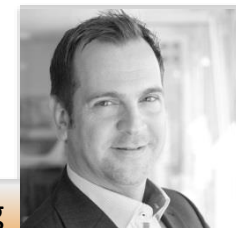
We understand construction!

Discovering and explaining global and regional connections of international developments in the construction industry – for more than 15 years.



Worldwide Research

Project-based product, country and target studies with an emphasis on market and sales potentials.



Customised studies accommodating exactly your products and needs.

Market and economic activities of more than 60 countries are available for delivery on demand and make up the basis of all research projects and market studies.



B2B-Befragungen

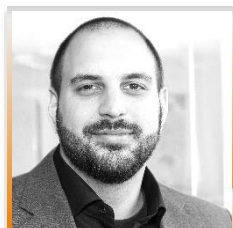
Primary research / surveys

Your sustained business success is based on a variety of analysis and interview tools.



Focus on construction

Systematic and continuous global market information of current construction activity and projections until 2020.



Covering the world with international team

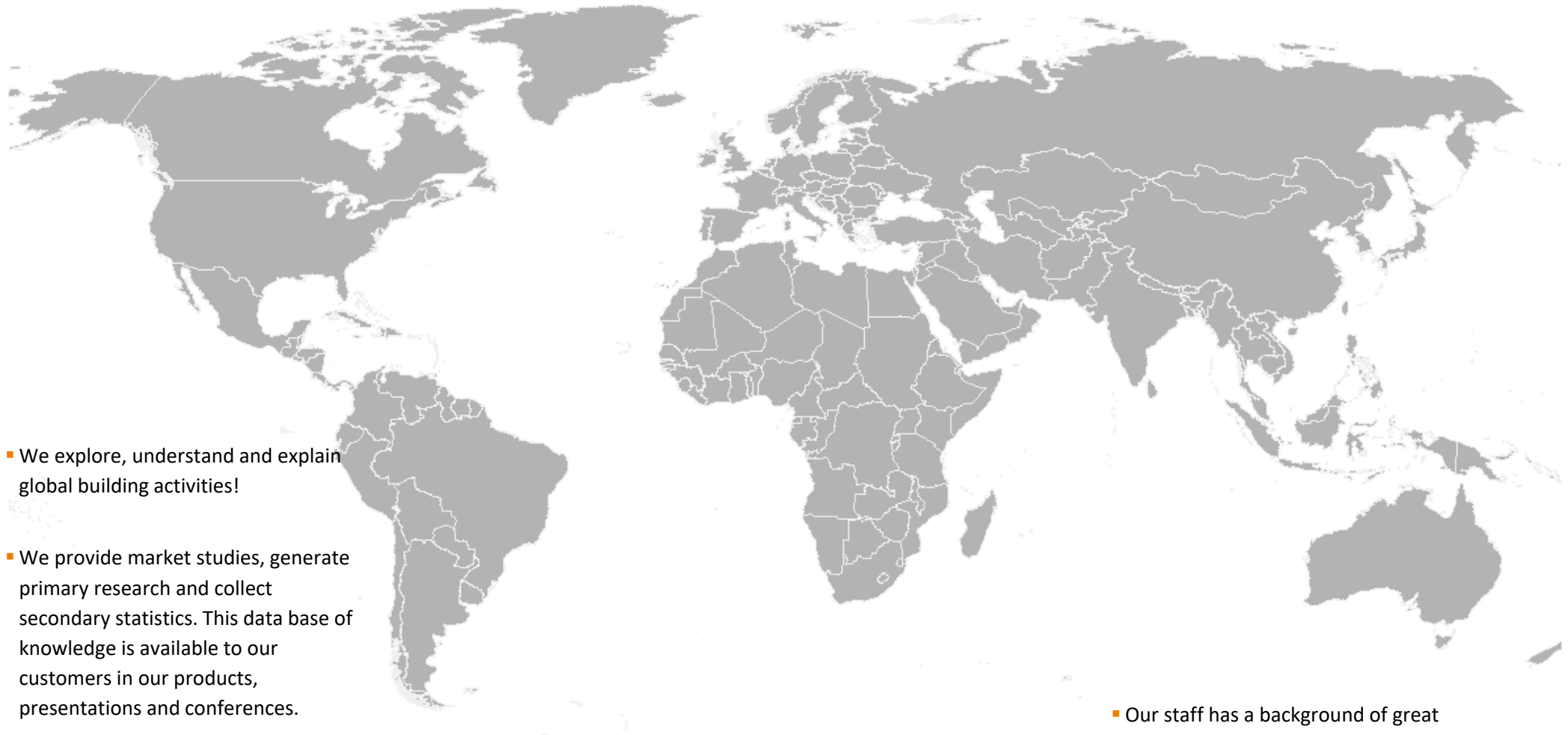
Our foundation: experienced and loyal native speaker interviewers for all global regions.



Regional Data for your success

Regional market potentials for all products related to the construction industry.

Global Market Research for Construction, Housing and Real Estate



- We explore, understand and explain global building activities!
- We provide market studies, generate primary research and collect secondary statistics. This data base of knowledge is available to our customers in our products, presentations and conferences.
- We do this by using your questions and requirements as guidance. Together we understand new product segments and develop new markets.
- Our customers are the building supplies industry, associations, traders and public institutions.
- Our staff has a background of great variety with partly more than 15 year of experience in the building industry. We examine the background, identify the context, understand the connections and share this knowledge with our customer.

Global Market Research for Construction, Housing and Real Estate

Market Research

- **Product Forecasts**

Over 200 annual market studies show up-to-date market sizes, sales revenues and market development projections for all products in the building industry in around 100 countries.

- **Customised Market Research**

Finding the answer to specific customer-related questions with target market, customer and product analysis allowing market assessment and the understanding of critical success factors.

- **Data Portal / Global Building Monitor**

Global building projections and building industry data Portals. Export figures and further 200 indicators on annual, quarter and monthly level for around 100 countries. Data quantity and qualification are customised to individual requirements.

- **RegioDaten**

Analysis of regional product potentials on ZIP-Code level for identification of high revenue market segments and local potential.

Marketing Research

- **Interviews (B2B und B2C)**

B+L conducts customised interviews internationally in private (B2C) and business (B2B) target groups of the building industry. All interviews are conducted internally from the B+L headquarters in Bonn.

B+L only cooperates with experienced interviewers. The immediate interaction between project leaders and interviewers ensure comparable and reliable results particularly with regard to international projects.

- **B+L target group analysis**

Target group analysis helps you to understand your customers better and to predict trends. They thus represent the foundation of an effective and efficient marketing and communication strategy.

- **B+L Brand Monitor**

The B+L Brand Monitor shows the profile of your product in the target customer group and the characteristics associated with your brand and your products. This lets you find the highest improvement potentials for your marketing and communication strategy.

Conferences

- **B+L Zukunftsforum**

During this conference we present our projections for the European and world wide Construction Industry. It is our aim to convey a detailed understanding of the trends and developments in all important global markets.

- **B+L Sanierungskonferenz**

Every year B+L conducts a great number of studies in the refurbishment markets. These results are presented during this conference.

- **Individual presentations**

B+L is available to take part in strategic company meetings, congresses, association meetings or specific customer events.

Product forecasts for Construction, Housing and Real Estate – extract from our portfolio

Here you will find a list of the main product groups for which we have researched on commissioned projects:

■ Insulation materials

- Expanded Polystyrene (EPS)
- Extruded Polystyrene (XPS)
- Polyurethane Insulation (PU/PI)
- Glass wool
- Stone wool
- Wood fibre panels
- Cellulose
- Blown in insulation
- Spray foam

■ Roofing

- Flat roof
- Pitched roof
- Roofing material
- Clay tiles, concrete tiles etc.
- Bitumen, Waterproofing Synthetics etc.
- Metal, Alu, Zinc etc.
- Vapour barrier
- Breather Membrane
- Aeration and Ventilation
- Rooflights
- Skylights domes

■ Engineered wood

- MDF/HDF
- OSB
- Laminates
- Raw chip boards / melamine faced chipboards

■ Wood products

- Soft wood
- Planed wood
- Profiled wood
- Glued laminated timber
- Structural timber
- Wood products in garden
- Terrace decking
- Carports

■ Doors

- Exterior doors
- Fire safety doors
- Interior Doors
- HPL, Foil, white painted etc.
- Metal frame doors
- Steel doors
- Garages
- Gates

■ Windows / Glass

- Window types by different frame materials (PVC, Wood, Wood-Alu, Metal, ...)
- Insulated Glass
- Laminated Glass
- Safety glass
- Glass partition wall
- Glass for interior fittings

■ External walls / facade

- Plasterd facade
- Ventilated Facade (cement boards, zinc, alu, HPL)
- Calcium Silicate Blocks
- Aerated Concrete Blocks
- Clay Bricks
- ETICS / EIFS

■ Flooring

- Laminate flooring
- Luxury Vinyl Tiles (LVT)
- Linoleum
- Ceramics
- Wood Flooring
- Textile Flooring
- Vinyl

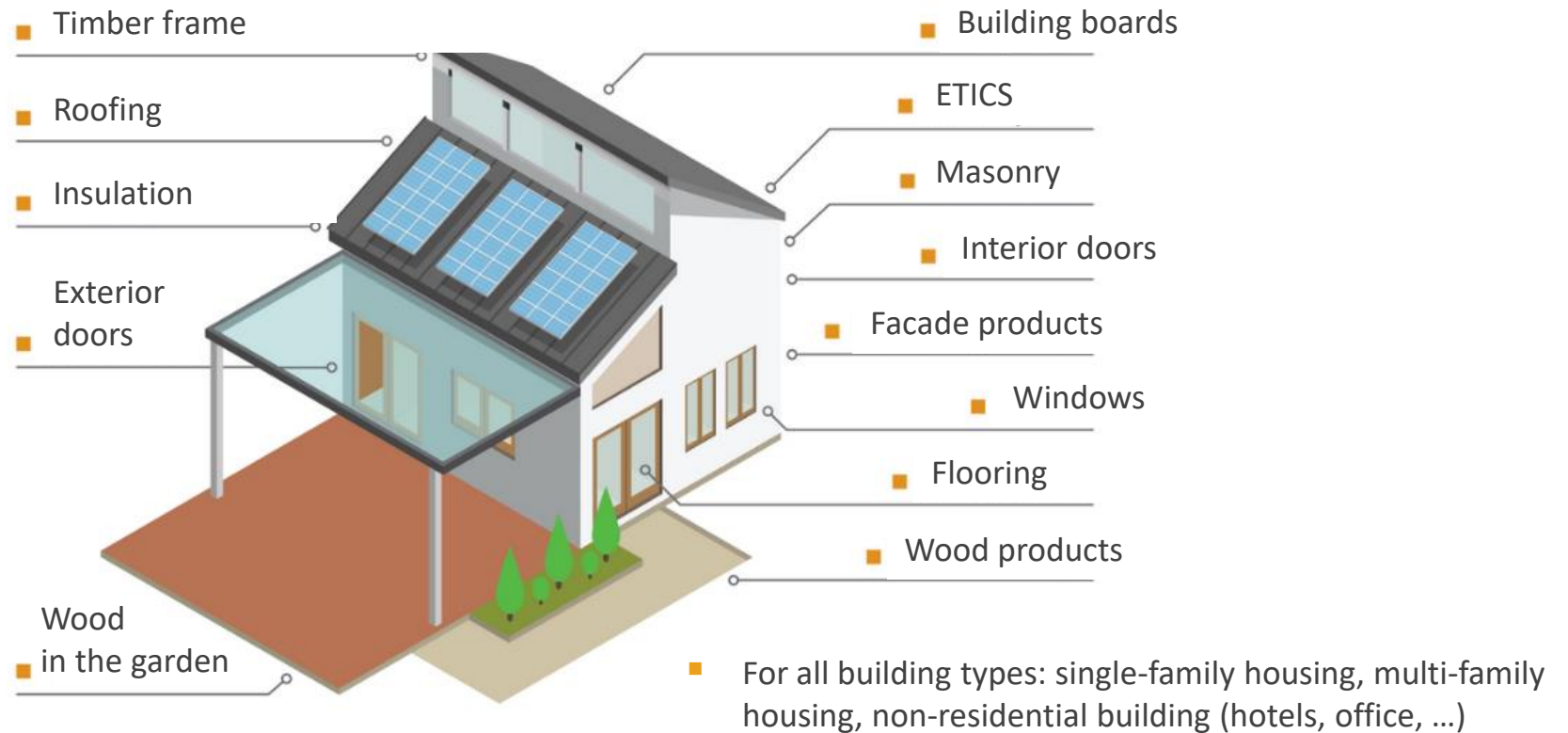
■ Others

- Gypsum Boards
- Radiant Cooling Ceilings
- Noise insulating wall
- Cement

■ In addition

- We write regular reports for the wood industry.
- We conduct interviews for customer magazines (e.g. Heimtex).
- We regionalise product groups on ZIP code level.
- We analyse business locations for e.g. building material traders.
- We provide indicators of global construction activity including further relevant indicators in our online Data Portal.
- We regularly publish multi-client-studies on various construction related topics.

Product forecasts for Construction, Housing and Real Estate – extract from our portfolio



A.T. Kearney	Fertighausverband	KPMG	Simonswerk
AMK	Fiberweb	Kronospan	SN-Verlag
Alukönigstahl	Forbo	LG Hausys	Spax
Ante	Frascio	Monier	Sto
Athmer	FSB	Nordwest	Strabag
Bain & Company	Gealan	Novoferm	Tarkett
BASF	Gesamtverband Deutscher Holzhandel	Parador	Terhürne
BAST	GEZE	Paschal	Thermofloc
Bauwerk Parkett	Heidelberg Cement	Peri	The Boston Consulting Group
Bayer	Hekatron	Pfleiderer	Torverband BVT
Baywa	Henkel KG	Prefa	Unilin
BDZ	Herholz Türen	Proline	URSA Dämmstoffe
Becker	HGM	Prüm-Garant	Vaillant
Betonverband	Holzforschung Austria	Q-Cell	VDS
Binderholz	HolzLand	Quick-Mix	VDZ
Boen	Holzring	Raab Karcher	VEKA
Bosch	Hörmann	Recticel	VHI
Bosch Powertools	Hornbach	Rehau	Villeroy & Boch
Brose	HPP Industrial	Remmers	Vinzenz Harrer
DANA-Türenindustrie	Huntsman	Rettenmeier Holzindustrie	Vissmann
Danzer	ICE	Rheinzink	Wacker Chemie
DNPE	IFT	Rockwool	Weberhaus
Döllken-Praktikus	Illbruck Sanitärtechnik	Röben	Wedi
Dorma	Invista	Roggemann	Weizer Parkett
DeSH Sägewerksverband	IVPU	Roland Berger	Westag + Getalit
Dupont	Pöyry	Roma	Wienerberger
EDE	Jeld Wen	RWD Schlatter	WIRUS
Egger	Jordan	Saint Gobain ISOVER	Witex
EgoKiefer	Kährs	Sakret	Xella
Ejot	Klöpferholz	Sapeli	Xidoor
Ekowood	Knauf	Schoeck Bauteile	YEM
EOS	Knauf Aquapanel	Schott	ZEG
Essmann	Knauf Insulation	Schüco	Zementverband
Eternit	Knauf USG	SFS intec	Züblin
Eurobaustoff		Sigenia Aubi	



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