

BRANDED vs GENERIC WORKSECTIONS

BRANDED OR GENERIC?

The foundation of the NATSPEC specification system is the worksection. NATSPEC worksections are selected and customised by the specifier to produce a project specification. In some instances, the specifier can choose between a generic worksection and a branded worksection when compiling the specification. This TECHnote defines the alternatives and outlines their advantages.

BRANDED WORKSECTION	GENERIC WORKSECTION
<p>Definition A NATSPEC branded worksection is developed by NATSPEC in conjunction with the manufacturer, known as a NATSPEC Product Partner. It is a MS Word document <i>Template</i> which follows NATSPEC style and format and can be customised by the specifier.</p>	<p>Definition A NATSPEC generic worksection is a MS Word document. It is a comprehensive <i>Template</i> which the specifier must customise by completing prompts, adding relevant material and deleting material which is not applicable to the particular project.</p>
<p>Classification Each branded worksection is based on the associated NATSPEC generic worksection and shares the same classification number.</p>	<p>Classification NATSPEC worksections are classified and sequenced in a logical order corresponding to common Australian construction industry sequence.</p>
<p>Advantages</p> <ul style="list-style-type: none"> • Provides an alternative to a generic worksection where a particular product has been selected at the design stage. Associated generic material not manufactured by the Product Partner is still provided. • Minimal customising required as the <i>Template</i> has been approximately 90% pre-edited in conjunction with the Product Partner. • Current product information is readily available and accessible via hyperlinks between the <i>Template</i> and the Product Partner's website reducing research time and facilitating early decision making. • The possibility of product substitution by the contractor may be reduced as the unique performance characteristics of the product are clearly specified. 	<p>Advantages</p> <ul style="list-style-type: none"> • Provides comprehensive coverage of a particular work area. • Adaptable for open proprietary specification where more than one brand or model number is acceptable. • Adaptable for closed proprietary specification where a branded worksection is unavailable. • Useful where the inclusion of brand names is not permitted. • The <i>Template</i> can be modified to create a new worksection where a NATSPEC worksection is not available.

Regulations, standards, client and designer requirements will all have some influence on whether a generic or branded worksection is appropriate.

SUBSTITUTION

Manufacturers are aware of the problem of substitution by the contractor. To maintain the contractor's contractual responsibility in regard to supply, NATSPEC allows for substitution. However, text in the 0171 *General Requirements* worksection requires the contractor to provide the designer with the appropriate technical information to make an informed decision regarding the proposed substitution.

Worksection Structure

Each worksection is divided into:

GENERAL - applies to the worksection as a whole and includes cross referencing, standards, definitions, submissions, inspections, tolerances, samples and testing.

PRODUCTS - describes the basic materials, components and fabricated items.

EXECUTION - sets out the construction performance criteria to prepare the substrate, assemble materials to produce an installation and carry out the works.

SELECTIONS - contains schedules that refer to the selection of proprietary products or to generic products by their properties.



Open specifications, such as descriptive, performance or reference specifications, can be satisfied by more than one product. An open proprietary specification is where there is more than one acceptable brand or model number.

Closed specifications can be satisfied by only one product. A single brand or model number may be nominated. However, some specifications which seem open are actually closed as only one product on the market will satisfy the criteria specified.

Related TECHnotes

NATSPEC TECHnote GEN 006 *Product specifying and substitution* sets out the difference between proprietary and generic specifying, and explains the policy and means of managing contract variations related to requests for substitution.

Related Worksection

0171 *General Requirements*