

11.104 Use of brand name or equal purchase descriptions.

(a) While the use of performance specifications is preferred to encourage *offerors* to propose innovative solutions, the use of brand name or equal purchase descriptions *may* be advantageous under certain circumstances.

(b) Brand name or equal purchase descriptions *must* include, in addition to the brand name, a general description of those salient physical, functional, or performance characteristics of the brand name item that an "equal" item *must* meet to be acceptable for award. Use brand name or equal descriptions when the salient characteristics are firm requirements.

Parent topic: [Subpart 11.1 - Selecting and Developing Requirements Documents](#)