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SECTION 9

Acoustiblok Press and Product Reviews

Concussion Girls Are

By A

WEST HARTFORD, Conn., Sept. 24 — Hannah Stohler beside the piano she could no longer play, in the living room that spun like a carousel the chair in which she tried to read but could not remember a word. Ten months after the third concussion while playing high school soccer knocked her into a winter-long haze of headaches and dizziness, depression that few around her could comprehend, Stohler recalled how she once viewed concussions.

"I thought they were a football injury — a boy thing," Stohler, a junior at Conard High School in West Hartford, Conn. "Those guys are tall, they hit hard and knock people to the ground. But anyone can get a concussion, and I think a lot of girls recognize that. They have no idea

| | | | |
|-----------------------|-----------|---|--------|
| S. & P. 500 | 1,547.04 | ↑ | 20.29 |
| Dow industrials | 14,087.55 | ↑ | 191.92 |
| Nasdaq composite | 2,740.99 | ↑ | 39.49 |
| 10-yr. Treasury yield | 4.55% | ↓ | 0.04 |
| The euro | \$1.4238 | ↓ | 0.0036 |

Itineraries Shhhh!

Hotels use soundproofing to keep out the noise of the nightclub downstairs or the freight train outside. C8



EBay Takes Big Charge on Skype
Thatcher's Ad Agency Is Now La...
G.M. Pact Calls for More Plant C...
China Investigates Steroid Produ...

Sports Tuesday, C17-20

Business Day

Noises Off, Please

More Hotels Seek to Silence the World Outside Your Room

By JOE SHARKEY

The recorded voice that answers the phone at Acoustiblok Inc. in Tampa, Fla., speaks quietly. So does the chief executive, Lahnne Johnson, though Mr. Johnson says it is not by design.

"I wasn't really aware of that," he said, softly.

But Mr. Johnson is in the business of thinking about sound, specifically how to reduce it. And the hotel industry has been turning to people like Mr. Johnson, whose company makes a range of sound-insulation construction products, because hotel guests are increasingly demanding a quiet night's sleep.

Mr. Johnson, 49, came to noise abatement as a noise generator. In 1983, he founded a company called Sensuous Sound Systems, which sold high-end home entertainment audio systems with bass sounds that would go through "10 feet of steel," Mr. Johnson said. But then he saw new opportunities to "do a 180-degree turn."

"You're paying for a decent hotel and you're hearing the people in the next room talk about what they'll have for breakfast? That's unacceptable," he said. "You should be able to expect some privacy."

Hotel guests typically complain about things like poor service, dirty rooms and unreliable or costly Internet hookups. But a recent J. D. Power and Associates guest satisfaction survey found that customers said noise was their top concern in every hotel segment except the luxury niche.

Even in the luxury segment, however, noise is an issue, especially as older hotels undertake renovations.

"Some hotels make the mistake of not even acknowledging to guests a renovation that is clearly going on," said Paul M. McManus, the chief executive of Leading Hotels of the World, an alliance of more than 430 luxury hotels.

Older luxury hotels often were built "like the Maginot Line, with enormous thick walls," Mr. McManus said. They were essentially soundproof. But when hotels add plumbing or wiring to a structure built like that, he added, they have a temporary noise problem that they need to acknowledge to guests and work on.

Builders of hotels like the Four Seasons always consider acoustics and "do things to a construction standard, with double-glazed windows, sufficient insulation in and padding on the walls — even the grade of the carpeting has to do with it," Mr. McManus said.

On the other hand, some hotels, especially in the luxury market, deliberately encourage the kind of bustle and excitement in lobbies and bars that can lead to noise seeping into guest rooms.

"If you look at certain brands, there is this tremendous amount of activity and buzz," Mr. McManus said. "The vibrant lobby and bar action is part of what attracts guests. Never mind that the property is a converted single-room-occupancy with thin walls. At these places, I think the rooms are almost an afterthought. They put in Philippe Starck sinks and the guests are happy."

But other less fashionable hotels have found it difficult to balance a thumping nightlife scene downstairs with the de-



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mands of guests upstairs who want a good night's sleep.

One example is Shephard's Beach Resort, a hotel in Clearwater Beach, Fla., with a large and popular nightclub on the ground floor. The resort had problems renting rooms on the first five floors because of the noise until it hired Mr. Johnson's Acoustiblok company to soundproof walls, ceilings and floors.

"They're now doing quite well," Mr. Johnson said.

Acoustiblok says it is supplying its sound-insulation products for Trump Tower hotels in Chicago and Las Vegas and other major hotels, including an Intercontinental hotel under construction in Pakistan.

Construction techniques can dampen noise. But when other guests are generating a commotion, it can and should be addressed as a matter of basic social manners, said Susan Fitter, a consultant on etiquette who travels frequently to give seminars, usually in hotels.

Being disturbed by loud talking, high-volume televisions and music and in-corridor rackets "happens to me all the time," Ms. Fitter said.

She said the hotels must "take a position on the matter of guests being considerate to other guests, and to really respond to complaints." At the same time, she said, hotels can train employees to avoid making undue noise themselves, and to deal politely but effectively with loud and inconsiderate guests.

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Of course, one person's annoying noise is sometimes another person's basic routine, with no offense meant. Ms. Fitter said she recently took her daughters to their dormitories in separate colleges in Virginia and was amazed at what is considered a normal level of noise.

"The dorms encourage the kids to keep their doors open. Yet the kids seem to be in bliss," she said.

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Jay Modhwadia opened a Hampton Inn in June near a busy rail-freight line in Kingston, N.Y. He thinks that abatement is great, but prevention is more prudent. His hotel has eight-inch walls between rooms.

"We're only about 100 yards from the railroad tracks, and it's very noisy, very annoying," he said. Mr. Modhwadia said he owned two independent hotels before building the Hampton, which is a midlevel brand in the Hilton chain popular with business travelers. He plans to build more.

Mr. Modhwadia said he used Acoustiblok products throughout construction, and "it has tremendously worked for us" in reducing rail and highway noise.

"It's a bit expensive upfront, but it pays off," he said. "At any hotel being built today, it is very essential to put in sound-deadening insulation to reduce the noise problem from room to room."



A cellphone photo of Kelly Pellin at a hospital after last concussion in April.

Deal to Mapm Signals For No

By LAURA M

Nokia's plans to map and navigate maker Navteq raise the stakes among handset makers. Trans like Google to deliver information directly to users.

The acquisition is an indication that Nokia and other handset makers are headed, Navteq location-based services uses the Global Positioning System to track movers information about routes and because the services include advertisements related to

The acquisi help pave the maps on cell

wireless carrier phone makers a new source of revenue. "It's a step toward the Swiss said Roger Entner, president of consulting firm IAG Research. "I don't know where to go, where to go, where to go, how to find does everything."

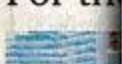
Nokia, the world's largest mobile phone maker, said it would pay \$78 million for a share of the digital mapping data.

The acquisition is part of Nokia's broader strategy based in Finland, to make itself more of a provider of like photos, and other services.

Nokia recently acquired a small consumer to use Gate5, a small company Berlin that makes software applications.

Continued on

For the



Note From Jury Verdict Ag

By

A jury indicated yesterday Madison Square Garden Knicks Coach Isiah Thomas is guilty of sexually harassing fired marketing executive Acha Browne Sanders, but it not yet reached a verdict on nine points of the lawsuit.

The jury of four women three men was to return today the federal courthouse in Lower Manhattan to work through unresolved question of whether Thomas should be assessed punitive damages.

The jury in the trial made information known in a note United States District Court Judge Gerard E. Lynch late yesterday afternoon. Lynch read jurors' note in open court after received it at 4:40 p.m. It is that jurors had decided eight the points but could not re-

Stocks On Ho Credit Is in the

By MICHAEL M.

Blue-chip stock record territory investors seemed to summer's problems prime mortgage le for now.

The Dow Jones average soared more than 100 points in mid-afternoon trading, with the index above 14,000 for the first time. The Dow Jones industrial average was up 191.92 points, or 1.37 percent, to 14,087.55.

The Standard & Poor's 500 stock index jumped 13.92 points, or 1.3 percent, to 1,547.04. The Nasdaq composite gained 39.49 points, or 1.44 percent, to 2,740.99. It is in about six and a half years.

"We're beginning what we didn't know ago," said Todd Pincus, chief executive of trading investment Research Square, a company that gives investors confidence to dip the market.

The advances at banks, Citigroup's earnings or loss problems with securities and loans.

"When I got in, would have been... Continued on

Bank P In Euro Suffer,

By MARK L

FRANKFURT, Germany's biggest bank came the Continent, reality of the American crisis, reporting it had written down the value of mortgages and would the third quarter.

The write-downs undercut the confidence of some of Europe's most prominent firms are exposed that rest on the mortgages.

Noises Off, Please

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ALAN ZALE FOR THE NEW YORK TIMES

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She said the hotels must "take a position on the matter of guests being considerate to other guests, and to really respond to complaints." At the same time, she said, hotels can train employees to avoid making undue noise themselves, and to deal politely but effectively with loud and inconsiderate guests.

She does not suggest that a guest confront the perpetrator. "Taking it into your own hands and putting your head out the door or knocking on a door to ask someone to be quiet, this can sometimes raise safety issues," she said. "Often-

times, people who are loud are drunk."

Of course, one person's annoying noise is sometimes another person's basic routine, with no offense meant. Ms. Fitter said she recently took her daughters to their dormitories in separate colleges in Virginia and was amazed at what is considered a normal level of noise.

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As a builder, he said, "my major concern is I want a quality hotel. We want to grow in this industry and have a good name."

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LIGHTING CONTROLS // MM15

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Sounds of Silence

Noise abatement in urban multifamily buildings

JOHNATHON ALLEN

ILLUSTRATION: © ILLUSTRATIONPHOTO.COM/770210

Initiatives to redevelop and renew previously blighted and/or densely populated urban areas are giving multifamily builders new opportunities for work, but many of these projects also involve heightened noise-abatement issues that must be considered to avoid creating a building full of irritated tenants. Nearby freeways, street-level construction and, most significantly, other neighbors can quickly turn a \$500,000 luxury condo into a chamber of endless noise that results in homeowner

lawsuits and expensive retrofits. To avoid this sort of cacophonous catastrophe, multifamily builders must be up to speed on the latest technologies, materials and noise-abatement design standards before initiating new urban projects.

"It's important builders recognize there is a noise problem in the first place. Noise is not usually a big concern for contractors because the ultimate goal is usually trying to build the building for

a certain amount of money per square foot, when, in most cases, the tenant would happily pay more for a quieter living environment if they knew the option existed," says Lahnne Johnson, president and founder of Acoustiblok Inc.

Since many of the available tracts of land targeted for urban residential development are in notoriously loud



THE 48-FLOOR KO'OLANI IN DOWNTOWN HONOLULU USES INSULATED GLASS. SOUNDPROOF DRYWALL AND ACOUSTIBLOK LINING TO ACHIEVE STATE-OF-THE-ART NOISE REDUCTION FOR THE 370 STATE-OF-THE-ART LUXURY CONDOMINIUM.

locations—near freeways, airports or industrial zones—the first thing to consider is usually the site itself.

“Orientation to things like highways or railroad tracks will dictate how acoustically resilient the exterior shell needs to be,” says Todd Beiler, principal with D. L. Adams Associates, an acoustical engineering firm with offices in Denver and Honolulu. “Then you have to look at the structure of the walls and floor/ceiling spaces, and any sounds that may be generated by mechanical equipment like the air handling units or chillers.”

In relation to the building envelope, windows are the most critical noise-reduction element.

“Exterior walls are typically very well insu-

lated, so windows are always the weak link for sound transmission from the outside. In that regard, laminated glass significantly out-performs standard glass when it comes to sound insulation,” says Beiler.

While site location and resilience of the structural envelope have a lot to do with minimizing a building's sound levels, the biggest cause of noise complaints in most every multifamily structure—whether hotels, apartments or luxury condos—are the upstairs neighbors.

“The thing that causes the most headaches for building owners and residents is the floor and ceiling assembly. People tend to expect some noise from the street level or from mechanical systems, but noise from the upstairs neighbor is more annoying than

anything else,” says Beiler.

Minimizing vertical noise transmission requires contractors to consider the complete floor assembly from top to bottom.

“Floor finish is one of the biggest factors for sound transmission. Obviously, stone and tile floors are the most challenging. Other things to consider include whether or not there is some sort of resilient or acoustical dampening layer underneath the floor, what the subfloor structure is, and how or if the ceiling is suspended,” says Beiler.

Designers of the recently finished Ko'olani, a 48-floor, 370-unit luxury condominium tower in Honolulu, spared no expense when it came to ensuring the comfort and privacy of residents. To eliminate potential sound transmission from upstairs neighbors, the Ko'olani was built using Acoustiblok material as a subfloor soundproofing layer.

“Many architects will specify installation of noise-reduction barriers between units and floors only to have them value-engineered out by the

How quiet is it, really?

The Sound Transmission Class (STC) rating system is the industry standard for measuring the sound transmission qualities of windows, doors, floor/ceiling assemblies and other partitions. Typical dual-pane windows from almost every major manufacturer have an STC rating of between 27 and 29, which is insufficient for filtering out the noises of an urban environment.

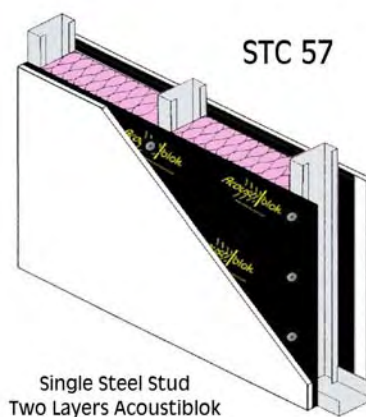
Most manufacturers now offer “high-STC” windows with STC values as high as 42 or more, which amounts to more than 50 percent less noise. In extreme situations or retrofits of existing buildings, secondary “soundproof windows” can be installed that achieve STC 50 and higher. With the rise in home theaters, shared walls in multifamily settings should be a minimum of STC 60 to 65, though most zoning laws require only STC 50.

Floor/ceiling impact noise is generally measured using the Impact Insulation Class (IIC) system.



Acoustiblok

Acoustiblok is an 1/8-inch-thick (3mm) advanced polymer sound isolation product that can be easily installed without construction changes. Simply cut it with a box knife and staple or screw it to metal or wood studs. According to independent studies, a layer of Acoustiblok installed on each side of wall studs will reduce sound transmission more than 24 inches of concrete.



Single Steel Stud
Two Layers Acoustiblok



contractor who may go with cheaper materials—such as extra layers of drywall. But noise-dampening products are superior because they use specialized polymers that transform sound vibrations by turning them into inaudible friction energy," says Johnson.

Advanced new materials are making it easier than ever for builders to eliminate sound problems between units and from outside.

Keeping the communal peace can also be achieved using advanced soundproofing products from companies such as Soundproof Windows, a maker of secondary noise-eliminating windows perfect for re-

model and post-occupancy situations.

Regardless, when building urban multifamily structures, a good rule of thumb is that, when given the option between "loud" and "not loud," most people will be happy to pay a little more for "not loud."

SPORTS SCORES

NASCAR field heads to Martinsville, 6C



Fish out of water at 0-6



Carrie takes the wheel
Country star charts a new course as

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Destinations & Diversions



Chefs offer a sample of dining trends

charcoal briquet (grilling in parking lot)
MasterCard there are some things mo

2D · FRIDAY, OCTOBER 19, 2007 USA TODAY

Friday, C

Loudness 'does cost hotels money in the long run'



At Californ

Travel

Disney Cars L

It's expan... Disney multiyear u... parks, Disney creation of Pixar film C... clude a maj... family-frien

Dispatch

movies Toy 'nighttime new entry nouncemel month for a Californian The sma ture when Disney die says the p builds on a ade ago to as a world No word

At JW Mar

Food & w

Children

Bye-bye, Kids' me ents and of Puck's Gra sushi serie

The new JW Marriott in Grand Rapids, Mich., is serving up a sweet version of sushi — rice cereal and marshmallow roll with fruit wrapper and candy fish. Its restaurant six.one.six has a children's six-course tasting menu (\$21) to introduce youngsters to delicacies such as silver-dollar-size flatbread with smoked salmon and lemon crème fraiche.

The Portobello Yacht Club in Orlando introduced a grape juice menu. Healthier alternatives to soda include non-alcoholic chardonnay and merlot juices.

— Kitty Bean Yancey

Best of USA TODAY's travel blogs

Sovereign sails into the sunset

Each week, USA TODAY highlights a posting from



Hip, cool, trendy — and quieter: The Church Lounge at the Tribeca Grand Hotel in New York installed sound-absorbing wooden panels and thick carpeting to quiet the racket. The hotel's guestrooms also come with a special sound-masking system.

Continued from 1D

by revelers who had seen the New York Yankees beat the Cleveland Indians. Then at 9 a.m. Saturday, din at the construction site began. Luckily she journeys with "extra-strong red-and-white earplugs" and a white-noise machine, she says. "And I put a hotel pillow over my head and turned on the fan."

Loud fellow guests have always been irksome. But construction and party noise are growing complaints as a record number of hotels build or renovate and more attract the nightlife set with trendy, music-blasting watering holes.

Cover story

The booking site Travelocity does notify customers about hotel construction, but it's the rare lodging that warns guests ahead of time — though that's changing.

During its \$40 million upgrading, the Aruba Marriott Resort & Stellaris Casino in the Caribbean is informing guests of the renovation timeline in a special area on its website. It even created a "construction concierge" to handle guest concerns.

The full-time staffer, who works from a desk in the lobby, "was put in place to answer questions for guests prior to their arrival or, if necessary and possible, help a guest switch rooms if they are having any problems," says hotel spokeswoman Kara Rosner. The goal is "making sure guests are aware of what is happening at the resort and there are no surprises."

Marriott's Camelback Inn in the Scottsdale, Ariz., resort area has a stand-alone website, thelegendgrows.com, that chronicles the progress of its \$40 million renovation. It has "before" and "during construction" photos that tell prospective guests what to expect.

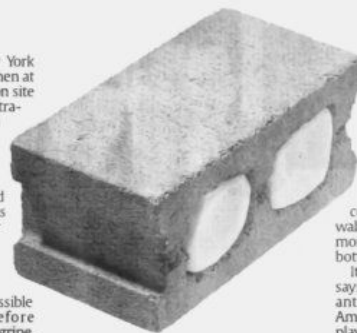
Another modern-day hotel challenge is the success of hip hotel bars that get louder as the martinis and mojitos flow.

The Shore Club in Florida's South Beach party mecca is infamous for the din from its popular Skybar that keeps non-partners from sleeping and for its concrete hallways that amplify every footstep.

The Tribeca Grand Hotel's Church Lounge atrium bar in Manhattan — also a celeb magnet — was so successful that wannabe-sleepers had difficulty drifting off. So the hotel carpeted the wood floor and had decorative but sound-absorbing panels put up, says Tony Fant, president of Grand Hospitality, Tribeca's parent company.

Rooms also come with a sound-masking system, similar to a white-noise machine on a grand scale, that guests can adjust to create a haven, Fant says. "We like to create an exciting environment... but when you step into your guestroom, you don't want to be part of the party experience."

Shepherd's Beach Resort in Clearwater Beach, Fla., logged complaints from those



Blocking out noise: Americinn uses foam-stuffed cement blocks such as this during the construction of its properties.

Quiet, please

Americinn's YourNoisyNeighbor.com offers some tips for avoiding racket.

- Before check-in, request a room away from the street on a high floor that's not near vending machines, ice dispensers or elevators.
► If the hotel isn't full, ask for a room that does not have guests next door.
► Don't unpack until you are sure your room is in a quiet location. If not, request another.
► Bring earplugs and a "white noise" machine that cancels out background sounds. Or pack a music player with earphones and soothing tunes.
► Use a bath mat to block cracks under doors that let in hallway sounds.

in lower-floor rooms near its popular two-level nightclub until it redid soundproofing in 2006 using rolls of heavy, rubbery Acoustiblok. It "transforms the energy (of sound waves) into inaudible friction," says Acoustiblok president Lahnne Johnson, who says the company's product is in dozens of hotels, including the Grand Hyatt in Manhattan and the soon-to-open Trump International hotels in Chicago and Las Vegas.

Often when a hotel is built, "as the budget gets tighter, they'll cut soundproofing," he says. "But now hotel people are realizing that noise is the biggest cause of complaint, and it does cost hotels money in the long run."

Paying to muffle noise "was an excellent investment," says Shepherd's Beach general manager Paul Andrews. "Because once

you lose customers (who can't sleep), you don't get them back."

The Americinn chain, with 213 properties in 22 states and two dozen more under construction, uses serenity as a selling point. It markets itself as "built quiet from the ground up" using a "SoundGuard" process. A spokesman says Americinns are constructed with concrete blocks that have foam inside their holes to further deaden sound. Floors also are concrete (covered by carpet), the dry-wall is thicker than standard, and doors are more solid and have a "door sweep" on the bottom to seal off corridor noise.

It's more expensive to build a quiet hotel, says Minneapolis-based acoustical consultant David Braslau, who has advised Americinn and other lodgings. "Economies plays a big part in design. But in general, hotels probably are getting quieter because people complain and there is more awareness in the industry (of noise problems)."

Luxury hotels, such as Ritz-Carltons and Four Seasons, tend to be quieter because they spend money on extra insulation, thicker windows and cushier carpeting.

The soundproofing at the new luxe Thompson Beverly Hills, which plans to start checking in guests next month, includes padded leather walls and TVs that can't be turned up past a certain volume (a feature of all Thompson hotels, including 60 Thompson in New York and the Hollywood Roosevelt Hotel, says a chain spokeswoman).

Braslau says that thin walls still are a problem at many lodgings but that replacing them and other sources of noise tends to be expensive "and generally is not a thing that older hotels do."

His checklist of potential hotel-room noise sources includes:

- Windows that aren't thick or soundproofed and let in sounds of pool frolicking, street noise and planes landing or taking off.
► Wall-mounted TVs and speakers that are ever more common — and more apt to send noise into another room unless the hotel limits TV volume.

► Doors that don't extend all the way to the floor. "You shouldn't be able to slide a hotel bill under it," he says. Corridors are a big source of noise, from yelling guests to housekeepers trundling heavy carts or vacuuming.

► Window or floor air conditioning units or loud bathroom plumbing.

But so far, no one has yet figured out how to muffle all hotel noise — such as a way to keep drunken bachelor parties from going on a toot in the halls or teens from banging on doors at midnight for kicks. Braslau himself had to change hotels at 2 a.m. on a prom night at an otherwise comfortable Holiday Inn.

"You can be in a great place and hear noise," he says. "Or you can be in a lousy place and hear none."

E-mail kyancey@usatoday.com

Quiet!

By Kitty Bean Yancey

and construction banging have ticked off

SPREAD IN 2007: 1 67,000 cases in Michigan Dengue is nicked fever" for symptoms excruciating pain behind the eyes. About 100 are reported and dengue is often misdiagnosed because of its symptoms. Although recovery within a few days, a small percentage develop severe complications sometimes fatal for children. Dengue-infected people like those carrying in urban and rural biting periods are before daybreak and

Loudness 'does cost hotels money in the long run'

Continued from 1D

by revelers who had seen the New York Yankees beat the Cleveland Indians. Then at 9 a.m. Saturday, din at the construction site began. Luckily she journeys with "extra-strong red-and-white earplugs" and a white-noise machine, she says. "And I put a hotel pillow over my head and turned on the fan."

Loud fellow guests have always been irksome. But construction and party noise are growing complaints as a record number of hotels build or renovate and more attract the night-life set with trendy, music-blasting watering holes.

Cover story

Not being told of possible jackhammering before check-in is a common gripe. The booking site Travelocity does notify customers about hotel construction, but it's the rare lodging that warns guests ahead of time — though that's changing.

During its \$40 million upgrading, the Aruba Marriott Resort & Stellaris Casino in the Caribbean is informing guests of the renovation timeline in a special area on its website. It even created a "construction concierge" to handle guest concerns.

The full-time staffer, who works from a desk in the lobby, "was put in place to answer questions for guests prior to their arrival or, if necessary and possible, help a guest switch rooms if they are having any problems," says hotel spokeswoman Kara Rosner. The goal is "making sure guests are aware of what is happening at the resort and there are no surprises."

Marriott's Camelback Inn in the Scottsdale, Ariz., resort area has a stand-alone website, thelegendgrows.com, that chronicles the progress of its \$40 million renovation. It has "before" and "during construction" photos that tell prospective guests what to expect.

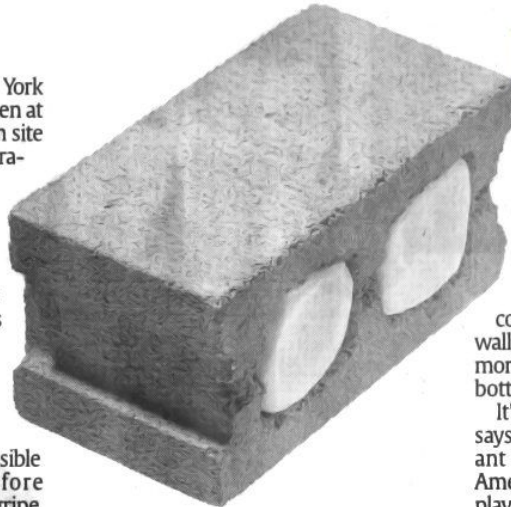
Another modern-day hotel challenge is the success of hip hotel bars that get louder as the martinis and mojitos flow.

The Shore Club in Florida's South Beach party mecca is infamous for the din from its popular Skybar that keeps non-partiers from sleeping and for its concrete hallways that amplify every footstep.

The Tribeca Grand Hotel's Church Lounge atrium bar in Manhattan — also a celeb magnet — was so successful that wannabe-sleepers had difficulty drifting off. So the hotel carpeted the wood floor and had decorative but sound-absorbing panels put up, says Tony Fant, president of Grand Hospitality, Tribeca's parent company.

Rooms also come with a sound-masking system, similar to a white-noise machine on a grand scale, that guests can adjust to create a haven, Fant says. "We like to create an exciting environment ... but when you step into your guestroom, you don't want to be part of the party experience."

Shepherd's Beach Resort in Clearwater Beach, Fla., logged complaints from those



Blocking out noise: AmericInn uses foam-stuffed cement blocks such as this during the construction of its properties.

Quiet, please

AmericInn's YourNoisyNeighbor.com offers some tips for avoiding racket:

- ▶ Before check-in, request a room away from the street on a high floor that's not near vending machines, ice dispensers or elevators.
- ▶ If the hotel isn't full, ask for a room that does not have guests next door.
- ▶ Don't unpack until you are sure your room is in a quiet location. If not, request another.
- ▶ Bring earplugs and a "white noise" machine that cancels out background sounds. Or pack a music player with earphones and soothing tunes.
- ▶ Use a bath mat to block cracks under doors that let in hallway sounds.

in lower-floor rooms near its popular two-level nightclub until it redid soundproofing in 2006 using rolls of heavy, 1/8" thick Acoustiblok. It "transforms the energy (of sound waves) into inaudible friction," says Acoustiblok president Lahnne Johnson, who says the company's product is in dozens of hotels, including the Grand Hyatt in Manhattan and the soon-to-open Trump International hotels in Chicago and Las Vegas.

Often when a hotel is built, "as the budget gets tighter, they'll cut soundproofing," he says. "But now hotel people are realizing that noise is the biggest cause of complaint, and it does cost hotels money in the long run."

Paying to muffle noise "was an excellent investment," says Shepherd's Beach general manager Paul Andrews. "Because once

you lose customers (who can't sleep), you don't get them back."

The AmericInn chain, with 213 properties in 22 states and two dozen more under construction, uses serenity as a selling point. It markets itself as "built quiet from the ground up" using a "SoundGuard" process. A spokesman says AmericInns are constructed with concrete blocks that have foam inside their holes to further deaden sound. Floors also are concrete (covered by carpet), the dry-wall is thicker than standard, and doors are more solid and have a "door sweep" on the bottom to seal off corridor noise.

It's more expensive to build a quiet hotel, says Minneapolis-based acoustical consultant David Braslau, who has advised AmericInn and other lodgings. "Economics plays a big part in design. But in general, hotels probably are getting quieter because people complain and there is more awareness in the industry (of noise problems)."

Luxury hotels, such as Ritz-Carltons and Four Seasons, tend to be quieter because they spend money on extra insulation, thicker windows and cushier carpeting.

The soundproofing at the new luxe Thompson Beverly Hills, which plans to start checking in guests next month, includes padded leather walls and TVs that can't be turned up past a certain volume (a feature of all Thompson Hotels, including 60 Thompson in New York and the Hollywood Roosevelt Hotel, says a chain spokeswoman).

Braslau says that thin walls still are a problem at many lodgings but that replacing them and other sources of noise tends to be expensive "and generally is not a thing that older hotels do."

His checklist of potential hotel-room noise sources includes:

- ▶ Windows that aren't thick or soundproofed and let in sounds of pool frolicking, street noise and planes landing or taking off.
- ▶ Wall-mounted TVs and speakers that are ever more common — and more apt to send noise into another room unless the hotel limits TV volume.

▶ Doors that don't extend all the way to the floor. "You shouldn't be able to slide a hotel bill under it," he says. Corridors are a big source of noise, from yelling guests to housekeepers trundling heavy carts or vacuuming.

▶ Window or floor air conditioning units or loud bathroom plumbing.

But so far, no one has yet figured out how to muffle all hotel noise — such as a way to keep drunken bachelor partiers from going on a toot in the halls or teens from banging on doors at midnight for kicks. Braslau himself had to change hotels at 2 a.m. on a prom night at an otherwise comfortable Holiday Inn.

"You can be in a great place and hear noise," he says. "Or you can be in a lousy place and hear none."

E-mail kyancey@usatoday.com



Press Release
For Immediate Release
September 24, 2009

Contact: Liz Ernst
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Apartment Complex Wins Over Renters by Marketing Privacy and Noise Reduction Using Acoustiblok® Soundproofing

Hoboken, NJ – Residents of the Lexington apartments in Hoboken enjoy more than the usual amenities that are part and parcel in most upscale residences: tranquility.

Considering that the number one complaint in multifamily housing is noise, and that people are now becoming aware of the effect noise has on not only their health but also on their relationships, marketing “tranquility” is indeed a major plus in acquiring new residents.

When construction was completed on the upscale, 49-unit Lexington in 2008, it wasn't the granite countertops, the stainless appliances or even the hardwood floors that brought in new residents. In fact, it's what they can't see – or hear – that makes their living spaces so sought after.

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Lexington/page 2

Acoustiblok sound abatement material installed under the drywall and subfloor during construction of the Lexington provides an environment that is void of the constant ambient noise associated with apartment living. Lexington tenants won't hear their neighbor's TV, conversations, or clamor to get out the door in the morning. What they will hear is silence.

Having Acoustiblok as a feature is a boost to Realtor Basil Skaltsis, who finds tenants for the Lexington. Skaltsis says that most high-end apartment seekers hope for a high level of privacy but have come to realize new construction usually leaves much to be desired. .

"Since this building opened we have not had one single noise complaint," Skaltsis says. "One cannot grasp the magnitude of this unless you have lived below someone whose child has a Big Wheel, or next door to someone who watches television until three o'clock in the morning."

Acoustiblok is a unique soundproofing material which has taken years to develop. Just one thin 1/8-inch layer of Acoustiblok in a standard stud wall can reduce more sound than 12-inches of concrete. The soft flexible material is 4.5-foot wide and is available in 30, 60, or 350-foot rolls.

Acoustiblok is usually stapled or screwed to studs before drywalling. It is a proprietary formula, heavy mineral filled, viscoelastic polymer which is easily cut with a utility knife. While other materials attempt to block or absorb sound, the heavy, limp Acoustiblok material actually vibrates from the sound, transforming the acoustical energy into inaudible friction energy in a process often referred to as "isothermal adiabatic". Lead, previously considered the best soundproofing, works on precisely the same basis and has exactly the same STC rating. Unlike lead, Acoustiblok is eco-friendly, moisture and mold-proof, and contains no harmful pollutants.

Set in the heart of the tony Columbus Park area of Hoboken, each apartment in the Lexington offers a tranquil oasis from the hustle and bustle of the city while allowing its residents the convenience and perks that come with living in a cosmopolitan setting.

Acoustiblok is available worldwide, is easily installed and will last the life of the building. Install it once, and enjoy the quiet for a lifetime. For more information, contact sales@acoustiblok.com or call 813-980-1400.

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PRESS RELEASE

For Immediate Release

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Acoustiblok® Quiets Ireland's Renowned Paint Hall Studio In the Historic Titanic Quarter of Belfast

Belfast, Northern Ireland -- Belfast's Paint Hall Studio, Europe's largest film studio located in the historically renowned Titanic Quarter of the city needed to dramatically reduce outside noise pollution from entering its massive sets in time for its biggest film production to date.

The pressure was on to find a solution to the ambient noise from nearby construction, heavy traffic from a main road, and overhead aircraft infiltrating the massive 31,000 m³ (1,094,755 cubic ft.) structure.

Before it was a film studio, Paint Hall was part of Belfast's historic Harland & Wolff Shipyards, where the *Titanic* and other ships were built. Ship Hall was used for painting huge portions of ships in climate-controlled conditions.

While the studio's double skinned cell construction combats general noise pollution on set, the building's massive 75ft (23m) doors were found to be leaking sound.

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These problems needed to be corrected before filming could start on a new project, a joint Universal Pictures/Northern Ireland production starring Natalie Portman, and the result had to be effective enough to satisfy the sensitive microphones used in filmmaking, which easily pick up background sound.

Consultants from Acoustiblok UK Ltd conducted a site visit and compiled a comprehensive report identifying the building's acoustical weaknesses and vulnerabilities, then devised a workable solution to meet the producers' schedule.

They advised lining the building's eight colossal doors, (large enough to have once accommodated ships) with Acoustiblok® 1660 3mm, a superior sound isolation material with an average noise reduction of 26 decibels (dB). Acoustiblok, which has also been installed at both Pinewood and Leavesden studios in the UK, was installed by the filmmakers under the close supervision of the Acoustiblok team.

Vast cavities within each door were first filled with an open cell fibre. Acoustiblok membrane was then attached to steel supports within the doors and secured with resilient channels. The steel structure was also treated with Thermablok® aerogel insulation material to increase acoustical dampening, and to address transmission loss properties. New corrugated facing panels were installed as an external finish.

Brian Martin, a technician with Muldiss Darton Productions of the UK, said that producers were hard pressed to find a workable solution to the noise problem that could be in place before scheduled filming began.

“This new project represents the biggest film yet for the Paint Hall studios, and we needed the best possible sound abatement material installed in a very short period of time,” Martin said. “It's crucial that we have perfect sound conditions for filming and recording, as the microphones used are highly sensitive and can pick up every single sound in the background.

“Acoustiblok responded quickly to our deadlines, and their sound isolation material worked exceptionally well, especially considering the large scale of this facility.”

Acoustiblok is made of a 1/8" (3 mm) thick proprietary viscoelastic polymer material with a high-density mineral content, heavy yet extremely flexible. While other manufacturers of sound proofing materials attempt to stop or absorb sound, Acoustiblok has resolved the problem in a vastly different way.

Through a unique thermodynamic process, Acoustiblok is engineered to transform sound energy into inaudible friction energy as the material flexes from sound waves. One thin layer of Acoustiblok in a standard metal or wood stud wall will result in more sound reduction, and provide more privacy, than 12" (30.5 cm) of poured concrete.

Acoustiblok backs its claims with hard science and certified independent laboratory test results. The acoustical laboratory at Architectural Testing, Inc. in York, Pennsylvania, recorded an astounding Sound Transmission Class (STC) of 85 for a concrete block and metal stud wall design configuration that included Acoustiblok, a noise reduction of 99-percent to human hearing.

Ultimately, the installation of Acoustiblok to the Paint Hall studios has made it an extremely desirable venue for attracting future big budget films.

Paint Hall is not the first major film studio to install Acoustiblok for perfect sound quality. The UK's Pinewood and Leavesden studios are also treated with Acoustiblok, setting the stage for some major blockbusters including the Harry Potter, Star Wars, and James Bond movies. For more information, visit our website at www.acoustiblok.com, or e-mail us at sales@acoustiblok.com.

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PRESS RELEASE

For Immediate Release

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Chesapeake Energy Averts Legal Action by Installing Acoustiblok® All-Weather Sound Panels at its West Texas Station

EL PASO, Texas -- Facing major lawsuits and civil action for noise complaints surrounding their west Texas pumping station, Chesapeake Energy, the largest producer of natural gas in the United States, installed the patented Acoustiblok All Weather Sound Panels to abate the intense industrial noise emanating from the facility.

The noise was so unbearable, local residents had threatened to sue Chesapeake Energy, claiming that they were subjected to a level of industrial noise pollution that was detrimental to their privacy and lifestyle. Concerned with the long term health effects that might lie ahead of them, residents felt they had no option but to pursue legal action to protect themselves and their community.

Chesapeake officials searched for the best noise abatement solution for the pumping station, and their research lead them to the Acoustiblok All Weather Sound Panels.

Although this type of solution had never been tested on a pumping facility, Chesapeake officials weighed the results of independent acoustic testing performed on Acoustiblok All Weather Sound Panels and applied the data to their particular industrial noise problem before deciding it was the best solution to quiet the offending noise. The Acoustiblok All Weather Sound Panel acoustic rating of NRC 1.0 is the highest sound absorption rating possible.

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Wind load tested by the certified facilities of Hurricane Engineering & Testing, Acoustiblok All Weather Sound Panels withstood winds in excess of 270mph (188psf). Framed in welded, corrosion resistant aluminum housing, Acoustiblok Sound Isolation Material and 2-inches of specifically engineered weather-proof sound absorbing material, the panels are designed to withstand the harshest noise and climate conditions.

U.L. fire testing validates ratings of 0 *Smoke Development* and 0 *Flame Spread*. They are built to last the life of the project in which they are installed, so they won't need replacing every few years.

Once Chesapeake officials had the information on Acoustiblok in hand, they went immediately to area residents with their plans to install the product. Community members were cautiously optimistic, and wiling to give the plant an opportunity to fix the problem without litigating.

"We showed the neighbors pictures and reports about the quality of the panels that we had on order and they took a 'wait and see' attitude," said Danny Hunt, production foreman for the Chesapeake Energy/Cleburne office.

After receiving the 18 Acoustiblok panels ordered for the job, it took less that a day to install them, and no time at all for the neighbors to drop all complaints.

"The noise complaints immediately stopped," Hunt said. "This is the best solution we could have hoped for."

Since then, more than 40 additional panels have been installed at other pumping stations owned by Chesapeake.

Acoustiblok Sound Isolation Material, a revolutionary sound proofing product, is now available to dramatically reduce sound disturbances in private homes and condominiums, hotels, hospitals and office buildings and industrial sites around the world.

Acoustiblok is made of a 1/8" (3 mm) thick proprietary viscoelastic polymer material with a high density mineral content, heavy yet extremely flexible. While other manufacturers of sound proofing materials attempt to stop or absorb sound, Acoustiblok has resolved the problem in a vastly different way:

Through a unique thermodynamic process, Acoustiblok is engineered to transform sound energy into inaudible friction energy as the material flexes from sound waves. One thin layer of Acoustiblok in a standard metal or wood single stud wall will result in more sound reduction - and provide more privacy - than 12-inches (30.5 cm) of poured concrete (certified independent lab results.)

Acoustiblok's noise solution products are backed with hard science and certified, independent laboratory test results. The acoustical laboratory at Architectural Testing, Inc. in York, Pennsylvania recorded an astounding Sound Transmission Class (STC) of 85 for a concrete block and metal stud wall design configuration that included Acoustiblok, which translates to a perceived volume reduction of 99-percent to human hearing.

"We have never tested a wall design configuration that reduced sound to this degree," stated Kurt Golden, test administrator for Architectural Testing.

For applications where extreme high performance, sound isolation and privacy are requirements, this wall design configuration is the most practical and economical option available.

To find out more about the Acoustiblok Noise Reduction System products, contact us at 813-980-1400, e-mail us at sales@Acoustiblok.com, or visit our website at www.acoustiblok.com.

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PRESS RELEASE

For Immediate Release

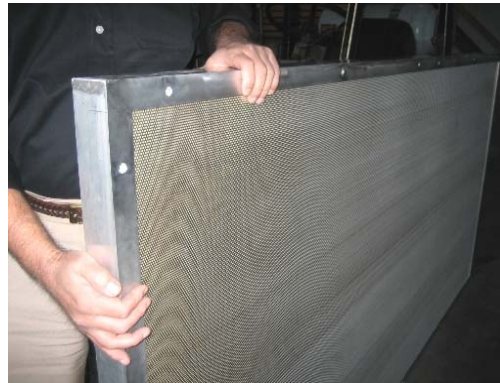
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Pinellas County Jail medical complex



Acoustiblok "all-weather sound panels"

Pinellas County Jail's Installation of Acoustiblok All Weather Sound Panels Vastly Improves Sound Quality in Courtroom Videoconferencing

LARGO, Florida – Videoconferencing between Pinellas County jail inmates and the adjacent Pinellas County Court saves money by doing away with prisoner transportation and the extraneous costs and inconveniences that go with escorting prisoners to court for arraignment and other initial appearances. Florida pioneered videoconferencing for prisons in the mid 1990's and many states have followed suit, but like most new technology the wrinkles must be ironed out.

Unfortunately, when the state-of-the-art video technology that brought the Pinellas County Jail into the 21st century was installed in 2008, it went into 20th-century concrete block rooms, the building envelope of choice for correctional institutions. And while the audio video system was working correctly, the judges were having a difficult time understanding what people were saying in these important proceedings. The problem was due to sound reverberations and echo in the room as all the concrete walls, floors and ceilings were not only parallel to each other but also totally sound reflective.

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By early 2009 Win Ellwood, technology manager for the Sixth Court, concluded that something had to be done, but at the same time understood that adding carpet and sound absorbing ceiling tiles to such an institution was out of the question, and acoustical results would be minimal at best.

“We needed a solution that was durable, a solution that was indestructible,” Ellwood said of their search for a sound abatement answer. “It had to be something that could be cleaned easily, could not be torn off the wall, is totally fireproof and adheres to all current building codes.”

The Acoustiblok “all-weather sound panel” not only met all of these requirements (including its ability to be hosed down for cleaning) but had the highest sound absorption achievable in the industry (NRC 1.00). The panel was tested by the Miami Dade County hurricane testing lab to withstand 270 mph wind load! As a point of reference, 260 mph is considered the maximum level of a tornado.

The patent pending panels are available in various sizes up to 4 x 12 foot, approximately 2¼-inches thick with aluminum frame and perforated aluminum grille, all welded, with tubular enforced islets in the frame allowing use of anchors or tapcons for wall mounting.

Strike Industries of Pompano Beach, Florida, a company specializing in videoconferencing technology in correctional institutions, installed the videoconferencing technology at the Pinellas County Jail and Courthouse. Strike General Manager Patrick Sellati said the Acoustiblok installation solved numerous audio problems brought about by the complete lack of sound absorption in the jail rooms.

“Audio is always a challenge in videoconferencing in correctional institutions,” Sellati said. “Jails and prisons are primarily concrete which interferes with these systems, one issue always overlooked by the architects.”

Sellati said that videoconferencing is revolutionizing prisons across the United States, creating new options not only for courtroom appearances, but for inmate visitation and medical conferencing as well. Noise abatement solutions like Acoustiblok are necessary to best integrate the high tech videoconferencing equipment with the acoustic deficiencies inherent in penitentiaries.

Eric Johnson, an associate of Ellwood’s at the Sixth District Court Technology Office, says that installing Acoustiblok all-weather sound panels in the jail rooms was an instant fix for the audio dysfunction that was causing severe communications problems.

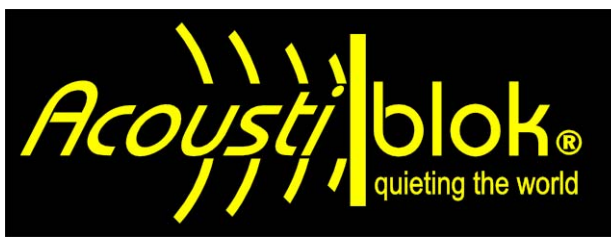
“We love the product, it works beautifully” Johnson said after the Acoustiblok installation was complete and tested. “When this all began, we did a serious search for a sound abatement solution and the Acoustiblok all-weather sound panel is by far superior to anything else out there on the market.”

Acoustiblok worked so well, in fact, that jail officials have already contracted to have it installed in four remaining videoconferencing rooms. Work was completed in mid-September.

The Acoustiblok all-weather sound panel not only absorbs more sound than any other panel made, but also contains the unique Acoustiblok material itself, a 1/8-inch thick heavy mineral-filled viscoelastic material which stops sound from penetrating through it. The UL approved soundproofing material has taken years to develop. Just one thin 1/8-inch layer of Acoustiblok in a standard stud wall can reduce more sound than 12-inches of concrete. Acoustiblok is usually stapled or screwed to studs before drywalling and is easily cut with a utility knife. While other materials attempt to “block” or “absorb” sound, Acoustiblok does neither. As the heavy, limp Acoustiblok material vibrates from the sound, it actually transforms the acoustical energy into inaudible friction energy in a process sometimes referred to as “isothermal adiabatic.” Lead, previously considered the best soundproofing, works on precisely the same basis and has exactly the same STC rating.

For more information, call us at 813.980.1400, e-mail us at sales@acoustiblok.com, or visit our website at www.Acoustiblok.com.

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PRESS RELEASE

For Immediate Release

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Acoustiblok® Provides Kennel Neighbors with Peace and Quiet, and Kennel Owners with Peace of Mind

Building or retrofitting a kennel can present some unique challenges for dog-loving entrepreneurs, but if engineered properly a kennel can and should be an affordable, quiet, and neighbor-friendly facility.

When Deb and Jon B. hired contractors to design and build their 28 x 60-foot dog kennel in rural Iowa back in 2003, their decades-long dream of housing and caring for their farm community's canines quickly turned nightmarish when one neighbor complained that the noise from the barking was affecting his health.

The neighbor insisted that the noise of the dogs barking was loud enough to not only interfere with his sleep, but with his quality of life during the day as well, and indeed the noise level did exceed the county's EPA sound level limits (as do most kennels.)

The couple learned about Acoustiblok only after a series of legal headaches and ill-advised fixes like custom built "sound-blocking" panels and custom-made "husher" acoustical curtains did nothing to appease the neighbor's complaints. Despite each new fix, the police got involved, and soon the courts became involved.

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By 2005, contractors hired by the couple had sealed windows and completely enclosed the dog run in order to address the noise problem.

“It took away the dogs’ visibility, and completely changed the look of the building,” Deb said. “It began to look like a jail, and still it did not significantly reduce the noise level.”

With legal and construction costs piling up, Deb came very close to closing shop and returning to her previous work as an insurance adjuster. In April 2009, the couple held a farm sale to raise money for their legal expenses;

The situation had become bleak, until a local lumberyard operator suggested she look into Acoustiblok. Deb decided to give the Tampa, Florida-based company a call. That phone call changed everything.

“I had a significant business at stake,” she said. “I was beside myself when I made the call to Acoustiblok; this conflict had ripped our lives apart.

“How I wish I knew then what I have learned now from the people at Acoustiblok.”

The UL approved Acoustiblok material is a unique soundproofing material which has taken years to develop. Just one thin, 1/8-inch layer of Acoustiblok in a standard stud wall can reduce more sound than 12-inches of concrete. The soft flexible material is 4.5-foot wide and is available in 30, 60, or 350-foot rolls.

Acoustiblok is usually stapled or screwed to studs before drywalling. It is a fire rated proprietary formula, heavy mineral filled, viscoelastic polymer which is easily cut with a utility knife.

While other materials attempt to *block* or *absorb* sound, Acoustiblok does neither. As the heavy, limp Acoustiblok material vibrates from the sound, it actually transforms the acoustical energy into inaudible friction energy in a process sometimes referred to as "isothermal adiabatic".

Lead, previously considered the best soundproofing, works on precisely the same basis and has exactly the same sound transmission classification (STC) rating.

Steve Hibbens, an Acoustiblok acoustical consultant, spoke with Deb at length regarding her kennel and helped her formulate a game plan for addressing her architectural challenges and utilizing Acoustiblok to her best advantage. Before installation began, Acoustiblok consultants held a conference call with the couple’s contractor to advise on the installation process for maximum benefit.

Kennel/page 3

“It’s not just about using our material, but also applying sound abatement construction techniques that work together with Acoustiblok for maximum sound reduction,” Hibbens said.

Contractor Dave Hanson removed the kennel’s aluminum siding and took the kennel down to the metal studs. Installation took about 18 hours, as Hanson and one employee installed Acoustiblok one segment at a time so that the dogs did not have to be displaced in the process.

Eco-friendly Acoustiblok is safe for the dogs and kennel personnel; it contains no lead, barium, or asbestos, is UV resistant, impervious to water and mold, and is UL fire rated and classified for wall, floor and ceiling installations as well as industrial applications.

In addition to Acoustiblok, Hanson replaced the existing windows with triple pane, low RE windows for a combined effect so impressive, he said he will recommend Acoustiblok in future construction and retrofitting projects. “If sound is a problem, this is the product to use,” Hanson said.

Deb was impressed as well. In fact, she is so convinced that the guidance of Acoustiblok experts and the effectiveness of the product itself has made such a profound impact on the quality of her life, she has become something of an acoustical expert in her own right. Her next project includes adding Acoustiblok ceiling tiles in the kennel, and hanging strategically placed Acoustifence on the property for complete sound abatement.

As her business flourishes, she sees the improvements as an affordable and effective investment in the future.

“I have learned so much from your company,” Deb said. “Acoustiblok has saved our lifestyle, saved our kennel, and allowed us to continue doing what we waited our whole lives to do.”

For more information, visit our website at <http://www.acoustiblok.com/>, or e-mail us at sales@acoustiblok.com.

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PRESS RELEASE

For Immediate Release

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Acoustiblok® Chosen to Quiet New Passenger Terminal in State-of-the-art Swaziland Sikhuphe International Airport

SWAZILAND, Africa – While airport officials all over the world are working to find ways to reduce high noise levels in their terminals, one of the world’s newest airports has addressed the problem during the terminal construction phase.

Acoustiblok® sound abatement material has been installed in the passenger terminal of the new, \$150 million Sikhuphe International Airport in the Kingdom of Swaziland in southern Africa.

Airport designers chose to install state-of-the-art soundproofing material in the terminal of this African nation’s new international airport during the design phase, which began in 2005. Acoustiblok was chosen for its adaptability and performance ratings. Heavy but very flexible, just one thin layer of Acoustiblok’s unique 1/8-inch sound-abatement material added to a stud wall can block more sound than 12-inches of poured concrete.

Sikhuphe’s is the world’s newest international airport. Swaziland was formerly serviced by nearby Matsapa Airport, which handles only trans-Atlantic or inter-continental flights and serves largely as a charter airport for small regional carriers.

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Swaziland airport/page 2

Prince Hlangusemphi, Swaziland's minister of economic planning and development, said construction of the Sikhupe International Airport has been a cooperative multi-nation effort. Runway construction began in 2003, and terminal construction began in 2005, culminating in its structural completion in July, 2010. The airport is expected to be completely functional by early 2011.

The Sikhuphe airport's Acoustiblok was supplied by the company's South African distributor, Able Walling Solutions in Gauteng, South Africa, one of Acoustiblok's many distributors worldwide.

Acoustiblok has been proven effective in reducing industrial and transportation noise exposure. This type of noise often exceeds limits recommended by the World Health Organization and contributes to noise-induced hearing loss.

Adding a 3mm layer of the UL-approved Acoustiblok increases a standard stud wall's soundproofing factor by more than 98-percent. While other materials attempt to "stop" or "absorb" sound, Acoustiblok does neither. As the heavy, limp Acoustiblok material vibrates from the sound, it actually "transforms" the acoustical energy into "inaudible friction energy" in a process referred to as "isothermal adiabatic." Lead, previously considered the best soundproofing, works on precisely the same basis and has exactly the same STC sound reduction rating.

For more information or to view a video demonstration of Acoustiblok's sound deadening capabilities, visit our website at www.Acoustiblok.com, call us at 813.980.1400, or e-mail us at sales@acoustiblok.com.

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POWER Engineering®

the magazine of power generation

Large Component Replacement

1/2" of Acoustiblok with Thermablok reduces hot steam pipe noise by 88%

Industrial plants worldwide are incorporating serious sound abatement strategies into their infrastructure to protect employees from hearing loss... "The blare of the bypass system was unbearable..."

"The steam bypass system channels 900 psi of compressed steam through a 14-inch line and into a 7-foot diameter pipe at a noise level of 128 decibels..."

"The noise was so deafening that even with earplugs, employees risked hearing damage. Verbal communication was impossible..."

"Thermablok adapts aerogel technology developed by NASA to create one of the highest insulating materials in existence..."

"... they measured a 26 - 28 decibel attenuation."

ing
fundamentals

Reprint from Power Engineering Magazine

Public awareness of the health risks of industry-related noise pollution has never been higher. Industrial plants worldwide are incorporating serious sound abatement strategies into their infrastructure to protect employees and visitors from hearing loss and other medical issues raised by industrial noise pollution.

When supervisors at the South Broward Waste to Energy (WTE) plant in Fort Lauderdale, Florida were faced with a 30-day project to overhaul the plant's turbine, it was determined that the plant's steam bypass system would take over the turbine's waste management responsibilities 24-hours a day for one full month.

The problem with such a transition was the unbearable blare of the bypass system, which channels 900 psi of compressed steam through a 14-inch line and into a 7-foot diameter pipe at a noise level of 126 dB – somewhere between the sounds of an adjacent pneumatic riveter and a jet engine launch. The noise was so deafening that even with earplugs, employees and visiting contractors could not spend more than brief periods of time in the vicinity without risking hearing damage. Verbal communication was impossible, even if they shouted, while working on or around the system.

The decision to install Acoustiblok® sound abatement material to the bypass system was made after Acoustiblok's Shawn Saathoff, president/director of Acoustiblok Middle East, evaluated the site and proposed a blanket application of Acoustiblok's 1/8-inch thick proprietary viscoelastic polymer with a (STC) of 26, unmatched in its versatility. Since the bypass system is composed of pipes elevated more than five stories, Acoustiblok's ease of installation, flexibility, effectiveness, and environmentally friendly properties made it ideal for the job. The South Broward WTE facility is owned by Wheelabrator Technologies, an OSHA-recognized and award-winning clean energy facilitator. Eco-friendly Acoustiblok, which contains no lead, barium, or asbestos, is UV resistant, impervious to water and mold; and is UL classified.

However, while solving the sound abatement issues, a new problem arose: the heat emitted from the compressed steam travelling through the bypass system reached temperatures as high as 350-degrees; Acoustiblok's standard application range is 200-degrees before viscosity is challenged.

After conferring with Thermablok Sales Professional Steve Hibbens, South Broward WTE Maintenance Manager Paul Benton chose to gird the system with a 5mm-thick layer of Thermablok® insulating material before applying the Acoustiblok. Thermablok adapts aerogel technology developed by NASA to create the highest insulating material in existence. Previously, aerogel had been difficult to adapt to most uses because of its fragility. Thermablok overcomes this by using a unique patented fiber to suspend a proprietary formula of aerogel so that it can be bent or compressed while still retaining its amazing insulation properties.

Although this type of project had never been attempted before, both teams gambled successfully on the results of scientific studies performed on both Thermablok and Acoustiblok to determine the best solution to thwart the offending noise and deal with the associated heat issue.

One contractor found the extreme, unrelenting howl of the bypass system so difficult to work with, he began to dramatically hike the cost for his crews to work on site. "Not only had it become a health issue, it had become a financial issue as well," Benton said. "Contractors were going to charge more to work here, and employees would have to severely reduce their hours to minimize exposure to the noise."

The massive pipes were enveloped first in 1,280 square feet of Thermablok High Temp, then in 1,575 square feet of Acoustiblok by a four-man crew from Coastal Insulation in Pompano Beach, FL. Steve Sill, vice president of Coastal Insulation, said the job, which took three weeks to complete, was imposing only because of the sheer size of the system.

"It was challenging in that we were working off lifts higher than five stories," he said. "But we were surprised how easy the material was to install, and how well it worked. "We couldn't believe the difference," Sill said after the application of Acoustiblok was complete. "We measured a 26-28 dB attenuation, which was significant enough that contractors could actually hold a conversation while standing next to the structure, whereas before you couldn't be heard if you screamed."

"This success became even more amazing when the plant manager told us that the factory was running at nearly 50% greater capacity than when the original readings were taken."

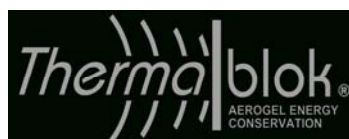
For crews to work under such conditions is actually painful at such a noise level, and studies confirm the adverse health effects of industrial noise pollution on workers in such an environment. Benton, too, was amazed at the results of the black Acoustiblok material seamed with black and yellow Acoustigrip permanent bonding tape, which far surpassed his expectations.

Acoustiblok, a revolutionary sound proofing product, is now available to dramatically reduce sound disturbances in private homes and condominiums, hotels, hospitals and office buildings around the world. When quiet is desired, this major reduction in noise transmission through walls, ceilings and floors provides significantly increased privacy and solitude. Acoustiblok is made of a 1/8" (3 mm) thick proprietary viscoelastic polymer material with a high density mineral content, heavy yet extremely flexible. While other manufacturers of sound proofing materials attempt to stop or absorb sound, Acoustiblok has resolved the problem in a vastly different way: Through a unique thermodynamic process, Acoustiblok is engineered to transform sound energy into inaudible friction energy as the material flexes from sound waves. One thin layer of Acoustiblok in a standard metal or wood stud wall will result in more sound reduction - and provide more privacy - than 12" (30.5 cm) of poured concrete. (Certified independent lab results.) Acoustiblok backs its claims with hard science and certified independent laboratory test results. The acoustical laboratory at Architectural Testing, Inc. in York, Pennsylvania, recorded an astounding Sound Transmission Class (STC) of 85 for a concrete block and metal stud wall design configuration that included Acoustiblok, a noise reduction of 99-percent to human hearing.

"We have never tested a wall design configuration that reduced sound to this degree," stated Kurt Golden, test administrator. For applications where extreme high performance, sound isolation and privacy are requirements, this wall design configuration is the most practical and economical option available.



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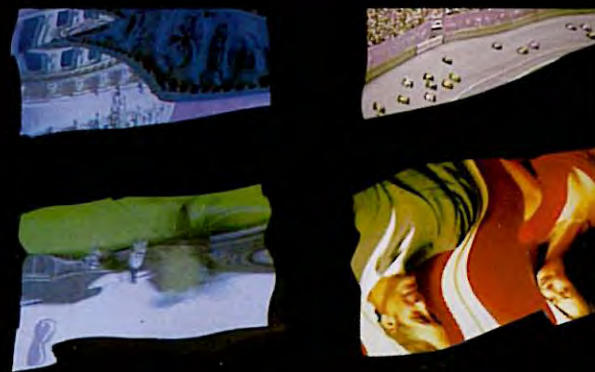
10 GREAT PRODUCTS
FOR YOUR HOME

MEDIA CENTER

Microsoft is Ready to
Control Your Home

BACKYARD
TUNES

Great Audio Systems



Acoustiblok Acoustical Insulation

The great thing about building a home from the ground up is that you get to have things the way you want them.

One good decision you can make, especially when constructing a media room or a dedicated home theater, is acoustical treatments. Not the kind you hang on the walls, but in the walls. See, **sound transmission from room to room is a big problem for any home that has a killer entertainment system.** Neighboring rooms have to endure the bad dialogue or action at the same time persons in the media room are enduring or enjoying it, **since that pink**

stuff in the walls does nothing to stop sound from leaking into adjacent rooms. Acoustiblok addresses this very problem.

Installation Issues

Be forewarned; This stuff is heavy! We received three huge rolls of Acoustiblok to cover the media room walls and floor, and take it from us—it's not a one-man job. Secondly, we didn't receive enough. If you're thinking of ordering some Acoustiblok, do yourself a favor and order about 100 square feet more than you think you need.

For the best results, it is recommended by the manufacturer that Acoustiblok be installed between the studs of a "staggered stud" wall. We didn't really plan this part out ahead of time, since the standard walls were already up. We started by cutting off a manageable sheet of Acoustiblok (if it is possible to use a continuous sheet, that is preferable, as you won't have to tape as many seams) and nailing it to the studs using a nail gun and tin roof caps. The roof caps prevent the nail from going straight through the Acoustiblok and help form a seal around the hole you just made with the nail.

Performance/Features

Acoustiblok is a sound isolation/blocking dense material (feels and looks like heavy vinyl). Its purpose is to stop sound from leaking through the walls, and according to the manufacturer, it reduces sound transmission by 26 dB.

Did it work? Well, we can definitely say that even with a DVD going in the media room, the guest bedroom is relatively quiet. Had we completely encased the room or installed a staggered stud wall, it would have been dead quiet, according to the manufacturer.

Another great benefit of Acoustiblok is that it isolates the sound in the room you're in, thereby dramatically improving bass response. Bass can be tricky; its low frequencies are non-directional and tend to find their way through any tiny little hole and into the next room, and every little bit of bass that escapes the room is less bass that you're hearing and feeling.

The Last Word

We enthusiastically recommend Acoustiblok to anyone building or remodeling their house—and not just for the media room. Just be sure to call an installer or at least plan to have a helping hand nearby. **EH**

Info: Acoustiblok, 813-980-1400

www.acoustiblok.com

Joe Hageman is the VP of Caster Communications and has written for a variety of home entertainment publications.



WHY YOU WANT THIS
An acoustical treatment of any kind helps improve a room's inherent acoustical characteristics, thereby improving your system's performance in that environment.



THE SCORE

| | |
|------------------------|-------------------------------|
| ■■■ Install | ■■■ Ease of Use |
| N/A Expandability | ■■■■ Overall Value |
| 4 → broke the mold | 3 → playing with the big boys |
| 2 → not such a bad buy | 1 → just plain sad |

Inspiring the Building Team

BUILDING DESIGN & CONSTRUCTION®

03-06



SOLVING A NOISY SITUATION IN COSTA RICA

The Building Team for a new emergency room facility at Calderón Guardia Hospital in Costa Rica was faced with a major acoustical problem when the only feasible location for two new 90-ton water chillers was adjacent to patient dormitories. Installed just four feet from the structural concrete wall, the chillers' rotary screw compressors let out a high pitch that measured as much as 67 dBA inside the facility.

With just three weeks to spare, the owner turned to local acoustic consultant Francisco Brenes, president of Ingeniería Consultoria Alfa. Brenes specified a perimeter acoustical barrier wall composed of sheetrock and a single layer of Acoustiblok sound isolation material to deflect sound out of the hospital walls. The job took just a week to complete and achieved a 20 dBA sound transmis-

sion loss, lowering the noise level under a manageable 47 dBA.

"Previously installed walls in similar applications made out of concrete or concrete and Styrofoam cost more time and money, and are only half as efficient as the Acoustiblok solution," says Brenes.

Acoustiblok

Input No. **212** at
BDCnetwork.com/quickResponse

www.BDCnetwork.com - 03-06 - Building Design & Construct



111 South Wacker Drive
Chicago, Illinois

Acoustiblok® Sound Isolation Material Wins International Technology and Innovation Award for Sound Abatement



Britain's House of Commons



Lord Whitty of Camberwell presents award to Mr. Ervine, Managing Director of Acoustiblok UK

A revolutionary sound proofing material is set to make a major impact on noise abatement issues after winning an innovation and technology award from the U.K. Department of Environmental Food and Environmental Affairs Department for Environment (DEFRA). The John Connell-DEFRA Technology and Innovation Award is organized by the Noise Abatement Society (NAS).

The John Connell-DEFRA Award was established to encourage local authorities to develop schemes which would raise awareness of noise problems, mediate and settle conflicts arising from them and investigate practical solutions to noise-related issues.

The Technology and Innovation Award was received by Mike Ervine, Managing Director of Acoustiblok UK, on behalf of Acoustiblok in respect of its revolutionary sound proofing material from DEFRA minister Lord Whitty of Camberwell at a House of Commons ceremony. The material, widely used in the US, was hailed by award judges as a revolutionary step in noise abatement for both the workplace and at home.

Lord Whitty said, " It is a real pleasure for me to present this year's John Connell Award for Technology to Acoustiblok UK for its insulating material Acoustiblok, which manages to be both very thin and effective at blocking sound. I believe it could make an important contribution to controlling noise and, in so doing, improving life for many people." Acoustiblok, which is only three millimeters thick yet offers a sound reduction index (SRI) of 26 decibels – six decibels more effective than lead.

It was introduced to the UK by Mr. Ervine, who impressed NAS judges for his exceptional spirit of enterprise and creativity. Acoustiblok, which can be applied to existing buildings as well as new build projects, was also judged for its feasibility and environmental impact. "Tackling noise pollution is a priority for government, and also for the public. I believe that we should do all we can to encourage and reward innovative approaches, such as this one, to better control noise."

Mr. Ervine added: "What makes Acoustiblok stand alone from other sound reduction materials is that it has such tremendous density and mass and yet takes up such minimal space, a crucial factor in the design and construction industry.

"Most people I speak to with noise problems would like to greatly reduce the decibel levels but cannot either afford the amount of room needed to insulate adequately using other sound proofing methods or indeed bear the financial costs associated with noise abatement. Now I'm glad to say, Acoustiblok offers them a competitive solution on both cost and space, and with regards to decibel issues it is unrivaled."

Acoustiblok is made from reinforced, flexible mineral filled material that has a density and mass of 1lb per square foot. It contains no lead or asbestos, is mold and mildew resistant, impervious to water or moisture, highly flexible, non-corrosive, UV resistant, and is also U.L. classified in the U.S.

Acoustiblok, Inc. 6900 Interbay Boulevard Tampa, Florida 33616 U.S.A.
Telephone: +1 (813) 980.1400 Fax: +1 (813) 849.6347 www.acoustiblok.com



BUILDING AMERICA™



Chicago Diesel Locomotive Repair Facility

Acoustiblok,

When the plans were drawn for an office at the Diesel Shop, no one knew how to solve the acoustical nightmare the trains posed for the office. Not only were the trains very loud, the vibrations were intense throughout the structure. We selected Acoustiblok and depended greatly on their expertise to solve the noise problem. Not only did they calculate the correct amount of material, but suggested the areas to cover. When the material arrived, the contractors were skeptical it would work. We are all “Believers” now. Even the contractors are amazed with the effectiveness of Acoustiblok. We cannot hear the air handlers, much less the diesel trains. Needless to say, we will install Acoustiblok in our future projects. It really works!

Sidney Thompson
Union Pacific Railroad
Diesel Shop
Chicago, IL



I not only have sold 120 town homes with Acoustiblok in Baldwin Park but I also live in one. The quality and efficiency of Acoustiblok has helped me ease the concerns of all of my buyers for an attached town home product. I have spoken with various home owners that all tell me they are very happy with the quality of the sound protection in between the units. I can also personally attest to the quality of Acoustiblok in my own home. I have a surround sound system and I have asked my neighbor repeatedly if they hear it and the answer is always no. I definitely recommend this product.

Thank you,

Patrick de la Roza
Sales Manager

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Telephone: +1 (813) 980.1400 Fax: +1 (813) 849.6347 www.acoustiblok.com

Re: Project Calderón Guadia Hospital: New E.R. Building

Dear Acoustiblok,

Our experience with Acoustiblok was absolutely positive and even exceeded our expectations. This Hospital project had a severe acoustic problem due to the fact that the only feasible location for the chilled water plants (90 tons each) of the A/C system is right next to the building, specifically 4 feet apart from the interns dormitories!!!!

Once the chillers were installed, the owner discovered that the high pitch (very uncomfortable) noise produced by the rotary screw compressors went through the structural concrete walls like nothing; measuring up to 67 dB A inside the dorms and adjacent areas.

With just 3 weeks prior to the deadline, I recommended a perimeter acoustical barrier wall, to deflect sound out of the hospital walls. The wall was simply made out of sheet rock and a single layer of Acoustiblok. It took only a week to finish it, and we obtained an impressive 20 dB A sound transmission loss (under 47 dB A reading).

Previously installed was in similar applications made out of concrete or concrete and Styrofoam cost more time and money and are only half as efficient as the Acoustiblok solution. I definitively recommend you to give Acoustiblok a try; You'll be impressed , just like us!!!

Best Regards,
Ing. Francisco Brenes Obaldia M.B.A.
PRESIDENTE
Ingenieria ALFA: Servicios de consultoria en acustica
www.ceroruido.com



TerraVilla



THOMAS BLOTTING
Landscape & Art

Dear Acoustiblok,

We use Acoustiblok faithfully in our construction. Our TerraVilla master planned Community being one of the projects we've used it in.

We love the product and can't say enough about it!!

Ann Seaquist
Premier Property Group, Inc.
TerraVilla Community

Kight HOME CENTER



Dear Acoustiblok,

When we started looking at this product, I was on a short time table and was not sure what I was looking for. We found the customer service department to be great. They helped get the information and the pricing to us for our project. When it came to ordering and handling the product, they out did themselves again. We could not be any happier and looking forward to using them and their products again.

James Banks, Estimator
Kight Home Center
Corporate Headquarters
Evansville, IN 47715

www.kighthomecenter.com

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Shepherd's Beach Resort has a very popular chic nightclub called The Wave. The club is jammed pack and the music is very loud (105dB). The guests staying in the rooms above the club always complained about the vibrating loud music penetrating into their rooms.

We decided to install Acoustiblok inside the club to hopefully alleviate the complaints. Extra measures were taken to ensure the highest abatement would be obtained. Sound measurements were recorded before and after installation of the material. The noise reduction was impressive, but more importantly, the complaints from guests have stopped. If the material is installed correctly, it really works.

Shepard's Beach Resort
South Gulf Blvd.
Clearwater Beach, FL



Schell Brothers has an excellent reputation of providing our homeowners with quality construction and excellent customer service. One of our premier projects is the Windswept Condos located in the Peninsula Resort.

Ensuring the resorts tranquility and serenity be experienced in each unit, Schell Brothers chose Acoustiblok for noise abatement. We have installed Acoustiblok on the floor joist and walls. As builders we really like how easy the material is installed compared to other products. It is just very heavy! We built an A frame roller system enabling us to buy the master rolls.

Although the project is still under construction, we were amazed that the noise from chop saws, nail guns, compressors and blasts were drastically reduced. Along with our other measures taken to reduce noise, Acoustiblok has provided great results!

Chris Azsec
Schell Brothers
Rehoboth Beach, DE

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E-Mail: crayconhomes@woh.rr.com • www.crayconhomes.com

To Whom It May Concern,

Craycon Homes is a residential home builder located in Piqua, Ohio our product line includes multi-family, duplex projects and single family homes in the greater Miami County area. We have used Acoustiblok on our zero lot line duplex units for a sound barrier between the units. We have found that this product does an amazing job of eliminating sound transferal between adjacent units at the parting wall. We have found that Acoustiblok is relatively easy to install saving on labor costs. We have been recommending this product to other trades people, with our stamp of approval. Thank you for the opportunity to share our success with your product.

Sincerely,

Bob Graeser
Production Manager



We had a problem renting many units because the noise emanating from adjacent AC handlers & compressors located on the roof of our main clubhouse facility. The Acoustiblok All Weather Sound Panels worked as specified, and provided a substantial DB reduction, saving us from moving the AC equipment at great cost. The affected units are now all rented.

Jay Grollman
Vice President
Aston Care Systems
Sun City, FL



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Definitive Electronic Solutions, Inc.

Dear Acoustiblok,

My client came to me from one of our local builders living in a 2.5 million dollar home on the water. Everything was nice with one exception; across the inlet was a train track.

Although this normally would not be a problem during the day, it became quite a nuisance at night, because the train would come 2 to 3 times at night between the hours of 1:00am and 5:00am. Frustrated, he called the builder and explained the problem. The builder suggested Hurricane proof windows; you know the ones with the thick glass. They have a very high STC rating, 3 to 4 times that of a normal window.

Now, although that helped a little, you could still hear the train in the background; and that is where Acoustiblok came in. We only live in the United States 6 months out of the year. However, we decided to tear out the drywall on the entire top floor (3 bedrooms) and after applying the Acoustiblok to the ceilings, walls and floors of our 3 bedrooms, and then reapplying the drywall, to everyone's amazement, the once annoying train noise was finally gone.

Thanks Acoustiblok!

Don Dixon
President



Semiconductor Diagnostics, Inc.

3650 SPECTRUM BOULEVARD, STE. 130, TAMPA, FL 33612 • PHONE: 813-977-2244 • FAX: 813-977-2455

Dear Acoustiblok:

During the construction of my new home, I needed to keep the sound of my high-energy home theater from the adjoining master suite bedroom. The material the sound contractor installed was Acoustiblok.

I was surprised Acoustiblok required no structural changes and was easily installed between the 2 rooms before installing the drywall. I am very pleased with the result and certainly recommend the product for sound blocking.

Sincerely yours,
Jacek Lagowski Ph.D.
President of Semiconductor Diagnostics, Inc.
Professor of Electrical Engineering & Physics

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Heartland Acoustics and Interiors

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Tel (303) 694-6611 • Fax (303) 694-6612
www.heartland-acoustics.com

During our years as a dealer for Acoustiblok we have installed Acoustiblok on various types of projects and all have been successful. We have used Acoustiblok for treating walls, ceilings, and floors, for wrapping pipes, isolating mechanical equipment and many other creative applications. Since the product is pliable and easy to cut our installation is very productive in most all applications. Due to the proven effectiveness of Acoustiblok treatments we always recommend your product when blocking sound transmission is desired. We look forward to more projects as a dealer with Acoustiblok in the future!

Jason Gordon

Industrial Sound and Vision, LLC

Home Theater Design - Room Acoustic Design & Visualization - Audio & Video Calibration
RF Analysis - Sound Isolation - Acoustic Treatments & Building Materials - Theater Enhancements

Our company specializes in the custom design of high-end dedicated home theaters. Having the theater acoustically isolated from the rest of the structure and the outside environment is a trademark of our designs. To achieve these results, we must use the best materials and construction techniques available. Your products, including Acoustiblok and Acoustiblok Acoustical Sound Sealant, are key components that give us the ability to obtain high levels of sound isolation that our clients require.

In addition to the standard installation method demonstrated on your website, we also use Acoustiblok in our acoustically de-coupled wall and ceiling constructions. This technique actually helps to improve the sound within a dedicated listening space while providing the ultimate in sound isolation.

Thanks for your great products and customer service.

Sincerely,

Ben Meyers, P.E.
President

Industrial Sound and Vision, LLC

Madisonville, LA

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As a company, Acoustiblok is one of the few that backs its claims with hard science. Their website is filled with useful information including predicted results using various construction methods including resilient channels and double walls. Without this information, choosing one technique over another would be extremely difficult, as "trial and error" is not an option in construction.

As a product, we have found Acoustiblok to be very effective. Our storefront is on a major road, and our theater room had a thin wall with a door and window. Road noise made the room unusable, with both midrange car noise and the occasional low frequency truck sound. After installing a false wall inside that wall, using Acoustiblok, the room is essentially silent. Furthermore, since we built the wall in stages, we can say that the before Acoustiblok wall was not nearly as effective as the one after installation. The actual installation of the product does take two people, but is otherwise quick and easy!

Sean Tretiak
Home Theater Doctor
Redondo Beach, CA

Dear Sirs,

Last year I had a severe problem in a shopping mall I own. I had two very good tenants and a vacancy in-between the two. The vacancy was rented to a veterinarian. It quickly became apparent, after moving in, that I had not realized fully what a veterinarian office consisted of. Dogs required staying in cages for long periods of time. This resulted in literally 24 hours of barking by all. Loud is not the word!

I was in a terrible quandary as this person had just signed a long term lease and I had two other tenants with leases that stipulated we would not allow noise or disturbances. The walls that separated them were a standard 2 x 4 drywall with a shared attic and drop ceilings. We used your product Acoustiblok, and I must admit not the best installation method. We put it up over the drywall rather than before the drywall and also above the ceiling tiles. We were amazed with the result. Even the oriental dry-cleaning lady (who complains about everything) has not called us since.

Acoustiblok has saved me a very significant amount of money. On future projects I will remember this amazing product. Thank you for the sound of silence!

Sincerely,

A handwritten signature in black ink that reads "Rhonda King". The signature is fluid and cursive.

Rhonda King
Seffner Plaza
Seffner, FL

Dear Acoustiblok,

Located at Escazu, on the hills of the west side of San Jose, the most vertical condominium to date is under construction. Valle del Tamarindo is the name of the project and comprehends a 9-story high building which houses 12 condos and 2 penthouses.

Each condo is 5,000 sq/ft and the penthouses are 10,000 sq/ft constructions in 2 levels. The project houses the highest international standards regarding construction, security and finishes.

Privacy is a very important issue, especially in 6 figure homes, where due to it's vertical nature, masonry can't be used on all internal walls due to weight and structural limitations. Costa Rica is located in a very active seismic zone, with regular events all year round and a 7.1 Richter scale earthquake in 1991!! So our seismic code restricts the use of masonry on multi story buildings.

When our consulting firm was asked how to improve the soundproofing properties of the internal walls; which were originally conceived as simple gypsum walls; we presented several options in order to obtain a STC rating of 50, and considered a minimum standard for this kind of application.

The options considered were common use construction materials in several configurations and layers, or improving the simple gypsum wall with an Acoustiblok liner. Once the developer considered the options, the labor required for each configuration, indirect costs and the best investment considering soundproofing benefits was the Acoustiblok option. It presents a STC52 rating in a very easy and fast way to do it.

Most of the bedroom and bathroom walls are considered critical and are treated. Walls dividing kitchen and dining areas, as well as laundry areas are commonly treated zones too. Each apartment owner also had added his choice for specific treatments: offices, gyms, dens, yoga rooms, etc...

Our firm feels really proud to be part of such a high end project and having fulfilled the developers requirements on such a sensitive topic.

Best Regards,
Ing. Francisco Brenes Obaldia M.B.A.
PRESIDENTE
www.ceroruido.com

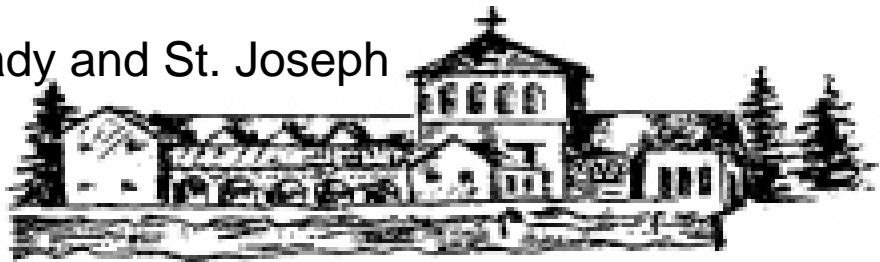




Although this project was not our first time with installing Acoustiblok, it definitely gave us the most exposure. We designed the home theater for a house selected in the local "Parade of Homes". The room itself posed several acoustical challenges, but with the assistance of the staff at Acoustiblok, we solved them all. Another home also had a media room but was not treated with Acoustiblok. Finally the day arrived for the homes to be showcased. The reactions of the people streaming through the homes were entertaining. Everyone that came into the home treated with the Acoustiblok asked where the home theater was located. They stated they could hear the other home theater from out on the street. They were amazed and impressed they could not hear the home theater in the Acoustiblok treated home even though the theater was "booming" continuously. The product works great. We will continue recommending it in all of our projects.

Jim Green, President
AVID Home Systems
Daphne, AL

Boston Carmel Monastery of Our Lady and St. Joseph



We have been very pleased with the way Acoustiblok has reduced sound transmission between rooms in our monastery, where we value and try to maintain a quiet atmosphere. We would definitely recommend your product. It has been a pleasure to work with your sales staff. Thank you for an overall positive experience with your company.

Sincerely,
The Carmelites of Boston



I live in an older hi-rise condo on Bayshore Blvd. and, while the building is extremely well built, I have one contiguous wall with a neighbor where sound was "bleeding" through (in fact they could tell what TV program I was watching or radio station I was listening to - I'm the loud one). After doing some research I decided to install Acoustiblok. A friend and I did it in one day. The product has exceeded my expectations and I now have a happy neighbor.

Thank you,
Susan from Tampa

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Washington DC Residential Chaos

I've got this big four-story-plus-basement town house in Washington DC. It's 90 years old and accommodates me plus two girls and a boy between 11 and 15, my wife, two dogs and a cat. A recipe for chaos, right? YES. No place to hide from the teenage skirmishing, the latest music, the latest movies and all the associated hassles.

Four months ago in desperation I tore out the basement to the four walls and within the space created my own personal apartment. Thanks to careful and liberal use of Acoustiblok, it's a refuge that's all but soundproof. Unbelievable!

Now, as I sit isolated in the evening with a glass of wine and a good book, I know that upstairs on a couple of floors the usual mayhem is playing out. From down here there's a murmur for background and that's it.

I smile quietly to myself. Thank you people, I've regained a measure of sanity.

Best,
John Fielding



San Francisco Trolley Noise & Vibration Nightmare

The noise and vibration from the trolley cars right outside my condominium were unbearable.

I am amazed with how well Acoustiblok worked! Now my wife and I can enjoy peace and quite in our home.

R. M., San Francisco, CA