

MULTI-HOUSING NEWS

MAY 01, 2004

Quiet, Please: The Industry's Top Soundproofers

In today's highly competitive rental/condo market, a community that offers silent units enjoys a definite leasing edge. Here are the leading providers of products that can knock out noise.

Dodge-Regupol Inc.

715 Fountain Ave, Lancaster, PA 17601 866-326-5712/717-295-3414 (fax) www.regupol.com **Contact:** Paul Downey, P.Eng.; 416-440-1094; pcd@regupol.com

In Their Own Words...

Product Description: Regupol QT is engineered to provide better performance than any other sound control product available and has been rigorously tested to achieve proven results.

A flat, resilient underlayment made from 100 percent recycled rubber, Regupol QT is used directly under a variety of floor finishes, including ceramic tile, vinyl, wood, laminate and stone. Regupol QT yields exceptional results over both concrete and wood joist construction. Available in 4' wide rolls and in two thicknesses: 5mm and 10mm.

Competitive Edge: Engineered to provide the highest IIC rating improvement as measured by ASTM E2179; results are backed by over 85 independent laboratory and field tests in a variety of floor-ceiling assemblies; made from resilient 100 percent recycled rubber; provides the lowest system height; can thin-set tile and stone directly to the product per ASTM C627; simple and fast installation; just roll out and go.

Pricing information: Upon request.

Client Testimonial: "Regupol QT is superior to any product I have ever used. It's really easy to put down, with no mess. Plus, we were able to put every floor finish directly on it—and we installed tile, marble, stone, carpet, wood and travertine. Most importantly it performed,

testing to FIIC 64, better than any other product we've tested." —Tony Collura, construction manager for The Venezia in Beverly Hills, Calif.

Hacker Industries Inc.

610 Newport Center Drive, Suite 250, Newport Beach, CA 92660 949-729-3101/949-729-3108 (fax) www.HackerIndustries.com **Contact:** Wes Hacker, president; 949-729-3101; wdh@HackerIndustries.com

In Their Own Words...

Product Description: Hacker Sound Mat II, a resilient mat made from 100 percent recycled rubber, is installed when sound control is needed in multifamily housing, high rises, single-family homes or office buildings. Hacker Sound Mat II, when used with a Hacker Floor Underlayment such as Firm-Fill Gypsum Concrete, Firm-Fill 2010, Firm-Fill 3310, Firm-Fill High Strength or Gyp-Span Radiant, reduces sound transfer resulting in dramatically higher IIC and STC ratings. An integral component of a highly effective sound reduction system, Hacker Sound Mat II is approved in over 82 UL floor/ceiling assemblies and is system rated for commercial and residential use when tested to ASTM C627 Robinson Wheel Test.

Competitive Edge: Hacker Sound Mat II is a cost effective way to provide a sound-rated surface ready for almost any finished floor covering. With virtually the same IIC sound deadening properties as other, more expensive sound mats, the ease and speed of installing Hacker Sound Mat II will save money and create profits by bringing luxury sound control to an affordable level for all multifamily applications. Hacker Sound Mat II is only available through a network of trained, licensed applicators.

Pricing information: Contact Hacker Industries Inc. or a local Hacker licensed applicator for a price quote.

Client Testimonial: "The ease of installing Hacker Sound Mat II has [improved] our production time by 30 to 40 percent over other competing products. In addition, Hacker Sound Mat II does not allow moisture to enter the substrate, which enables a quicker drying time." —Michael Jackson, president, Gyptech American Heritage

Homasote Co.

932 Lower Ferry Road, West Trenton, NJ 08628 609-883-3300/609-883-3497 (fax) www.homasote.com **Contact:** Manker P. Mills, director of sales and marketing; 609-883-3300 x1211; mmills@homasote.com

In Their Own Words...

Product Description: 440 SoundBarrier, a U.L.-recognized 4'x8' panel for L500 floor/ceiling and rated wall assemblies, is a premium, economically priced, structural fiberboard for sound control in residential, commercial and public structures. Made from recycled post-consumer paper, 440 SoundBarrier is easily installed by onsite carpenters and will not chip, flake or crack like poured underlayment. It is also mold and mildew resistant and works with all finished flooring.

Competitive Edge: Save time and money by using 440 SoundBarrier in new construction and remodeling. Outstanding speed and ease of installation, unmatched structural and environmental properties and the high STC and IIC reduction-per-dollar of 440 SoundBarrier make it a sound-control choice for residential and commercial floors and walls. Onsite personnel, not specialists by appointment, can install 440 SoundBarrier in all temperatures onto studs or floors. Seconds after installation (not two days of drying), finished flooring can be installed. No



installation appointments, drying time, added moisture, special mats or other poured-media-related concerns are created.

Pricing information: 440 SoundBarrier is sold by lumberyards and retail centers across the country, ranging from approximately 50 cents per square foot.

Maxxon Corp.

920 Hamel Rd., P.O. Box 253, Hamel, MN 55340 763-478- 9600/763-478-2431 (fax) www.MaxxonCorporation.com **Contact:** Phill Turner, vice president; 763-478-9600; phill@maxxon.com

In Their Own Words. . .

Product Description: Acousti-Mat Sound Control Systems put an end to noise complaints—even with ceramic and wood floors. Acousti-Mat's core of fused entangle filaments, attached to a non-woven fabric, creates a void area between the subfloor and a high-strength Maxxon underlayment. Acousti-Mat II is the low-profile system that actually isolates sound waves, reducing transmission of impact and airborne sound up to 50 percent over wood frame, and up to 75 percent over concrete. Acousti-Mat 3 is the answer for "impossible" sound control challenges, such as open beam construction. A poured Maxxon Underlayment covers either system option, increasing IIC and STC up to 17 rating points over wood frame, and up to 25 IIC for concrete construction.

Competitive Edge: Acousti-Mat Sound Control Systems are proven on over 23 million square feet of projects throughout the United States and Canada. They also provide enhanced fire control in over 50 UL fire rated designs and are backed with sound tests by ICBO- and NVLAP- accredited labs. Acousti-Mat Sound Control Systems are installed by authorized Maxxon dealers—the most qualified applicators in the industry. Their work is continually monitored through quality audits, product sampling and compressive strength testing. Plus, they're available for answers throughout the project and can provide guidelines for installing finished floor goods.

Pricing information: Available from authorized Maxxon dealers.

PAC International, Inc.

P.O. Box 5369, Aloha, OR 97006 503-649-7700/503-649-2710 (fax) www.pac-intl.com **Contact:** Elzo F. Gernhart; vice president

In Their Own Words. . .

Product Description: Resilient Sound

Isolation Clip (RSIC-1) is a low-cost, high-performing, UL-classified noise control product. RSIC-1 installs very easily, so the learning curve is small while the increase in noise control is large. RSIC-1 uses industry-standard components to ensure ease of integration with other trades and components.

Competitive Edge: RSIC-1 is the industry-leading noise control product and outperforms conventional assemblies by over 100 percent in walls (STC) and over 70 percent in floor-ceilings (IIC & STC). RSIC-1 allows you to upgrade your property to hard-surface flooring without the increase in noise transfer from floor to floor. RSIC-1 can be used to fix existing noise problems after the fact.

Pricing information: As a guideline benchmark, the RSIC-1 installed price is about the same as adding another layer of gypsum board (labor and materials).

Protecto Wrap Co.

2255 South Delaware St., Denver, CO 80223 800-759-9727/303-777-9273 (fax) www.protectowrap.com **Contact:** Melissa Lucas, marketing coordinator; 800-759-9727; Melissa@protectowrap.com

In Their Own Words. . .

Product Description: Protecto Wrap's Whisper Mat Sound Control Systems are self-adhering sheet membranes that reduce impact and airborne sound transmissions. These sound absorption properties make the Whisper Mat CS & HW products excellent systems for multi-housing unit applications (meets IIC and STC requirements). The Whisper Mat CS System is used for ceramic and natural stone tile floors—not only for sound control, but for crack suppression as well. The Whisper Mat HW and Whisper Mat HW Plus Systems are used below wood and laminate floors. This system protects wood floors from subfloor moisture that can cause wood cupping, warping, and mold.

Competitive Edge: Protecto Wrap has manufactured self-adhering membranes for national and international markets since 1952 and has built a sound reputation for producing the highest-quality materials available. The Whisper Mat CS & HW membranes are field- and laboratory-tested to meet the requirements of architects, installers and end-users. Product lines include waterproofing, anti-fracture and sound absorption flooring underlayments; window and door sealing tapes; and waterproofing and energy-saving products.

Our products meet and exceed the required properties of sheet membranes and liquid coatings for almost any job specification.

Pricing information: The Whisper Mat Sound Control System is competitively and economically priced.

Client Testimonial: "I have used Protecto Wrap's high-quality waterproofing products for over 12 years. I find that they bring great success in solving waterproofing challenges and offering people solutions. The Whisper Mat Sound Control System is yet another fine product from Protecto Wrap that is excellent for use in multi-housing applications requiring sound control." —David L. Palmer, president, Palmer Marble & Tile Inc.

Quiet Solution Inc.

522 Almanor Ave., Sunnyvale, CA 94085 408-523-4000/408-715-2560 (fax) www.quietsolution.com **Contact:** Kevin Surace

In Their Own Words. . .

Product Description: Soundproof drywall with STC 51-68 for solving party wall, floor/ceiling and exterior wall noise problems. Saves labor, material and valuable sellable floor space. Avoids noise litigation risk. QuietRock "Serenity" QR-530 is an engineered panel that offers unprecedented STC ratings and avoids the risk of failure associated with resilient channels and double wall construction. The five-layer panel is impregnated with viscoelastic polymers which absorb sound and vibration, comes in standard 5/8" (Type X) 4' x 8' sizes and offers one-and-a-half hour fire rating. BOCA and ICBO certified. Can be installed in new (metal, wood stud) or existing construction.

Competitive Edge: Quiet Solution materials let you design and build super-quiet multifamily units faster, cheaper, with higher quality as measured (lab and field) and with virtually no risk of warranty or litigation claims. This high-tech Silicon Valley company invents, develops and manufactures its own high-performance products. It is focused on improving the economics for the builder/developer/GC while mitigating risk.

Pricing information: Comparing the value proposition of QuietRock 530 vs. double wall construction, QuietRock achieves STC 51 with single wall construction. The space saving on the demising wall (10 sq.ft. @ \$250/ sq.ft. per average unit) pays for the QuietRock and produces a \$1,000 profit. There is no way to short-circuit the wall, hence the warranty and



litigation risks can be written down to zero. QuietRock 530's cost is less than \$3.00 per sq.ft. in volume and available from dealers nationwide.

Client Testimonial: "We are challenged with the task of exceeding the minimum standards required for STC ratings on one of our luxury townhome projects. Staggered stud configurations are extremely difficult at best to achieve their design standard STC rating. Quiet Solution provided the much needed answer to this challenge by allowing us to 'sandwich it' with QR-530. The performance of QR-530 exceeded our expectations and gave us the ratings we were after without all the headaches. QR-530 was the perfect solution to the problem as well as our new standard of construction." —Dale Garren, V.P. of Construction Pinn Brothers Fine Homes & Hotels

