



Knight-Celotex Fiberboard
a Knight Company

Innovations in Fiber Technology®

SoundStop® Solves Bay Area Acoustic Ceilings Customer Noise Problems and Creates Expanded Business Opportunity

Customer: Bay Area Acoustic Ceilings
Pleasanton, California

Problem: Architects, builders, developers, and homeowners turned to Mike Rath, owner of Bay Area Acoustic Ceilings for noise deadening solutions. He saw a new business opportunity but did not know how to answer their question: "How do I improve the sound quality inside a room and limit sound transmission outside of the room?" Mike researched sound products available and initially found the products expensive, not readily available, and difficult to install.

Solution: "I identified Knight-Celotex SoundStop® sound deadening fiberboard in my search, Mike said. "SoundStop® is relatively inexpensive, easy to install, and in stock at local suppliers."

One customer asked: "I am building a sound studio in my home. Can you help with sound transmission problems?" Another said: "I live in a condominium and I can hear everything my neighbors are doing. Can you help?" A third customer wanted sound deadening for a planned media room.

Mike said SoundStop® seemed to be the solution, but questioned if the product was too good to be believed. Researching SoundStop® included an education in sound transmission ratings and conversations with Craig Christiansen, Knight-Celotex's technical resource.

Bay Area Acoustic Ceilings installed SoundStop® in several projects and discovered a new niche for the company's business. Word spread and additional noise control projects came to the company.

"Now when customers call for sound deadening products, we have something to offer," Mike said.

He added overlaying SoundStop® with a sheetrock ceiling in a condominium caused the homeowner to rave: "I can't hear the neighbors TV, I can't hear the toilet flush, and I can't hear that baby cry anymore!"

SoundStop® is the most affordable high performance sound deadening material available offering STC ratings of 60 and surpassing the International Building Code requirement of a 50 STC rating. The product is lightweight, easy to install, and available in ½" thick 4' x 8', 9' and 10' panels. SoundStop® sound deadening fiberboard is very environmentally friendly, made of recovered and renewable wood fibers.

For more information: Product Orders and Customer Service: 1-866-926-0622
Technical Support: 1-800-596-9699
www.SoundStop.net