



Media

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“Deadening the many sounds”

Want a soaking tub in your bath or a hot tub on your deck? A custom kitchen with a hidden refrigerator and a warming oven and two dishwashers? How about a sunroom or an indoor pool?

All lavish amenities.

But they can be added to just about any house fairly simply.

While home buyers want lots of these, only new home buyers or those willing to make significant changes have a chance to get one thing that many more buyers want these days—especially those in more congested areas or along major highways.

They want a quieter house and not just less internal noises.

They want what is called “sound deadening,” according to a national survey of Realtors.

And they believe such procedures will improve the money they will take in when they decide to sell.

Knight-Celotex manufactures SoundStop. The company claims it can reduce “neighbor to neighbor noises” and room to room noises.” It’s an organic material made from recovered wood of sugarcane fibers and is used in wall construction.

It’s easy during the construction process, but houses and multifamily units can be retrofitted, according to the company’s promotional materials.

What’s the price tag? A mere \$600 for a new house, according to Jeffery Hughart, chief operating officer of the company.