



Knight-Celotex Fiberboard
a Knight Company

Innovations in Fiber Technology®

Holiday Inn Express Chooses SoundStop® To Ensure Quiet Nights and Return Guest Visits

Customer: Holiday Inn Express
Solon, Ohio

Problem: Loud televisions, ringing phones, and boisterous late-evening hallway walks by guests in search of their rooms are often the price paid for night's stay in a hotel. Too loud and boisterous hotel neighbors scare off return reservations.

Solution: Holiday Inn Express franchisee Sylvia Newman created a value-added reason for guests to return to her hotel – quiet nights undisturbed by noisy neighbors. Ms. Newman required her architect to specify SoundStop® sound deadening fiberboard throughout her hotel.

Ms. Newman knows to compete, differentiation is vital. She also knows amenities offered by her competitors are of little value if excessive noise prevents a comfortable stay and a good night sleep. She regularly spends nights in her own hotels. She speaks with guests, monitors her staff, and evaluates the experience.

One night she discovered a significant noise difference in the rooms sharing a shaft wall. Investigation indicated sound deadening fiberboard had not been installed by the builder in these few rooms. She called Knight-Celotex technical service for assistance. SoundStop® is installed two ways: nailed to studs under drywall as the wall is constructed, or wrapped in vinyl or fabric and adhered to existing drywall. To prevent lost guest reservations, the wrapped SoundStop® installation was selected. Guests and Ms. Newman now enjoy the same level of sound deadening found throughout the hotel.

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