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**Knight-Celotex Introduces Its Latest Innovation in Fiberboard Technology:  
Sound Deadening Floor Underlayment – Specifically for Hardwood and Laminate  
Flooring**

Northfield, IL – Builders, architects and flooring contractors now can offer consumers a completely sound deadened home or office, from the bottom up – with the cost-efficiency, convenience, and earth friendliness of fiberboard.

Knight-Celotex adds **SoundStop<sup>®</sup> Underlayment** to its popular, trusted SoundStop<sup>®</sup> brand family of products. SoundStop<sup>®</sup> Underlayment is the most affordable choice for significant noise reduction under hardwood and laminate floors – it is priced less than expensive underlayments such as cork, and is proven to achieve notably more sound isolation than foam underlayment.

Ron Kelly, Vice President of Knight-Celotex advises, “New home, condo and town-home buyers should require sound deadening, before they buy. Homebuyers are discovering the miseries of too little or no sound deadening the morning after they move in. Facility managers are learning the same when office workers complain of noisy work spaces.”

Kelly continued, “Sound deadening is often neglected during the planning and construction phase; but homebuyers and facility managers should expect and demand sound deadening as part of their investment. The cost of materials to sound deaden the average American home or office building is a small fraction of the overall construction expense. Add to that the priceless benefit of peace and quiet in the home or at work and who wouldn’t want this product?”

Kelly added, “Builders who use SoundStop<sup>®</sup> Underlayment will enjoy a huge competitive advantage when consumers know they can have homes and offices built or remodeled with affordable sound-deadening materials.”

SoundStop<sup>®</sup> Underlayment saves builders time, personnel, and money when compared to other underlayment product choices. SoundStop<sup>®</sup> branded products are easy to handle and install.

The two foot by two and one-half foot fiberboard underlayment panels cut with a knife and require no fasteners or adhesives. Professional builders prefer SoundStop<sup>®</sup> branded products because they are quality products backed by Knight-Celotex, a company they trust.

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## **Sound Deadening**

The National Association of Realtors Home Features Survey reported 66 percent of home buyers said that reducing unwanted noise in their homes is an important or extremely important feature in a new home. Further, they believe sound deadening enhances a home's resale value.

SoundStop® Underlayment has a Sound Transmission Class (STC) rating of up to 53, meaning it will reduce the transfer of loud speech or music within the room. It also reduces the loud, clacking and hollow sounds from laminate floors. SoundStop® Underlayment has an Impact Insulation Class (IIC) rating of up to 57, meaning it will very effectively reduce the transfer of noise from the room above to below. In contrast, foam has very limited levels of sound deadening.

## **Protection of Flooring Investment**

The importance of being able to present a well maintained home built with superior materials is paramount to the resale value of the home. SoundStop® Underlayment not only provides acoustic benefits but it also helps protect expensive hardwood and laminate investments, helping to fetch the highest sale price. It ensures optimum life span for sensitive laminate floor click connections by helping to eliminate breakage and splitting of the surface laminate, commonly found with softer underlayments.

Additional benefits of SoundStop® Underlayment include:

- Compression strength of up to 4,100 lbs. per square foot
- Levels minor subfloor irregularities up to approximately 1/8" (3mm)
- Warmth – wood fiberboard has a worldwide reputation for thermal insulation
- Comfort - Adds comfort to walk
- Environmentally friendly – 93% natural wood materials

Knight-Celotex is headquartered in the Chicago suburb of Northfield, IL. The company is the world's leading manufacturer of fiberboard products for residential and commercial construction. Knight-Celotex brands include SoundStop® Sound Deadening Wall Systems, SturdyBrace® structural sheathing, Premium Wall Sheathing, Structodek® commercial roofing products, and Flexcell™ Expansion Joint Filler. Knight-Celotex manufacturing facilities are located in Danville, VA, Lisbon Falls, ME and Sunbury, PA.

Specific test results or installation information is available by calling 1-800-596-9699 or visit [www.SoundStop.net](http://www.SoundStop.net)

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