

## QUIETROCK EDUCATIONAL GUIDE 060308

### 1. Where To Get Additional Information

- a. Collateral available
  - i. QuietStand Mini “1=8”
  - ii. QuietRock trifold
  - iii. Architectural binder with product sheets etc.
- b. Web: [www.soundivide.com](http://www.soundivide.com)
  - i. > **Critical Info** [*print 1-4 below for future reference*]
    1. > Practical Guide
    2. > Educational Guide
    3. > Resilient Channel
    4. > Flanking Noise

### 2. Reality Check

- a. Why do people need quieter living and working spaces?
  - i. Privacy [business, bedroom]
  - ii. Solitude [sleeping, reading]
  - iii. Health [special needs, long term care]
  - iv. Enjoyment [home theatre, media room]
- b. What are their options
  - i. Adding additional layers of drywall to existing wall
  - ii. Reconstructing area of concern with batt insulation and RC channel
  - iii. Moving away [to another problem?]
  - iv. Killing someone [jail is noisy as well]
  - v. Killing yourself [peace at last but enjoyable?... think not]
  - vi. Ignore the problem [typical answer]

<< Ultimately, we’d like to believe that we save lives! >>

### 3. The A-B-C’s Of Sound

- a. A = Stands for Acoustical – every theatre has surface treatments to reduce the reflection of noise inside the theatre to make the left over sound “good.” These wall panels, ceiling tiles etc. are “acoustical” in nature and do not enhance sound blocking. Any insulation used *inside the wall cavity*, will assist to getting rid of *interior wall echo*.
- b. B = Stands for Blocking – this refers to keeping noise from entering or leaving a particular environment. This is what QuietRock does
- c. C = Stands for Covering up [or masking] – this is when you create more noise to cover up other noise that you cannot get ride of. Like elevator music or a Scamp system that generates white or pink noise. A kind of a “hiss” in the background, but effectively this is really making more noise in general

#### 4. Patented Technology

- a. How and why it works
  - i. Noise causes vibration [like your body in a loud night club, or the wall of a room with loud music in it]
  - ii. **When installed on studs**, the Visco-Elastic Polymer allows layers in QuietRock to float on each other causing friction when noise hits it
  - iii. This friction [like rubbing your hands together] causes heat and this gets continually dissipated
  - iv. This means that QuietRock has just converted airborne noise energy into HEAT ...and you can't hear heat
- b. Result – that is why, in sound blocking terms:
  1. one sheet of QuietRock is the same as installing 8 sheets drywall
  2. one sheet of QuietRock is like using 14 batts of insulation

#### 5. Product Line up

- a. Walls
  - i. 1/2" = for improvements such as for remodeling and renovation such as nanny/granny suites, media rooms, bedrooms, bathrooms, offices [not code related]; for walls only; good for high frequencies.  
**1/2" NOT FOR USE ON CEILINGs [will sag]; HANG VERTICALLY ON NEW CONSTRUCTION.** Horizontal is fine when overlaying.
  - ii. 5/8" = for building to fire and sound for codes, as well as for improvement; for walls & CEILINGs; good for high frequency
  - iii. 1 3/8" = for base sounds and discretionary for home theatres; good for walls and ceilings; good for high and LOW FREQUENCIES
- b. Floors
  - i. QuietWood: Airborne noise [5/8" retrofit or 1 1/8" structural T&G]
  - ii. QuietFoam: Structural noise [use floating with QuietWood]
  - iii. SonoGrip: Structural impact reducing adhesive [applied directly under tiles and hardwood to reduce heel noise]
- c. Pipes, HVAC
  - i. QuietCoat; Vibration [put on pipes, HVAC, compressors]

#### 6. QuietRock Installation – Remember: “Where ever air goes, so does sound”

**VERY IMPORTANT:** QuietRock must be on studs, or at the very least be furred out 1 5/8"! If there aren't any somewhere behind QuietRock [directly or indirectly] then *there will be NO benefit!* Without being able to bend or flex, QuietRock can not convert energy.

- i. Install QuietPutty behind switches, plugs and around plumbing edges
- ii. Box gangs, fans, pot lights and in-wall speakers using matching QuietRock product using *QuietPutty* to seal inside box edges
- iii. Install QuietRock with the “blue Q” facing forwards
- iv. Put a 1/8" bead of QuietSeal along all QuietRock sheet edges. Wipe away excess as QuietSeal does not dry and will blister if painted or plastered on
- v. Cutting Notes
  1. 1/2" and 5/8" are possible score and snap, but for cleaner edges and quicker hang time, use jigsaw or circular saw
  2. Products with metal layer use saw with carbide tip blades
  3. Use RotoZip or Dremmel tools for all cutouts

## 7. Sales Approach

- a. When a customer approaches you with their sound issue there is one common reality, and that is this:

**“IF price is an issue, then sound isn’t. IF sound is a serious enough issue, then price isn’t.”**

- b. You DO NOT “sell” QuietRock. However you can ask your customer if they have “sound issues?” and then you can take it from there.
- c. You “educate” the customer on how it works and what it can do to alleviate their problem by asking questions
- d. **The 5 basic questions** to ask BEFORE discussing a possible solution:
  - i. Question 1: Is the problem “east-west” or “north-south” [determines if you are looking for a wall or a ceiling/floor assembly solution]
  - ii. Question 2: Is the noise from a “verbal” [airborne] or an “impact” [structural] source [determines what product to use]
  - iii. Question 3: What is the “frequency/pitch” of the noise
    1. High: speech, babies crying, kids yelling [easier to block]
    2. Low: low base, drums, pianos [tougher to block]
  - iv. Question 4: What is the “level/loudness” of the source and how much are you comfortable with [determines what assembly design to use]
  - v. Question 5: Is it a “new build” or “retrofit” application [QuietRock is the only product not requiring demolition of an existing wall as it can be screwed right on top of existing drywall, **provided there is a stud, minimum a furring channel, in behind**]
- e. **The 3 basic Sound Blocking comments**
  - i. Statement 1: A standard single wall with ½” drywall stops 32 dB’s of sound
  - ii. Statement 2: Human ear can only hear changes of 4-5 dB
  - iii. Statement 3: For every additional 10 dB change in noise [up or down], your perceived sound blocking changes by an additional 50%.  
For example:
    1. Reduce sound by 3 dB = 19% sound blocking
    2. Reduce sound by 6 dB = 34% sound blocking
    3. Reduce sound by 10 dB = 50% sound blocking
    4. Reduce sound by 20 dB = 75% sound blocking
    5. Reduce sound by 30 dB = 87% sound blocking

## 8. Competitive “Solutions”

- a. Architects - over designing to compensate for standard drywall failures
  - i. Over design with Mass – Designing thicker walls with more layers of drywall  
**Comparison: Using one sheet of QuietRock’s pre-engineered drywall is equivalent to hanging 8 sheet of regular drywall**
  - ii. Over design with Space – Designing a double or triple wall
  - iii. Important Info: Adding one sheet of QuietRock transforms a single wall into a double wall without the added 8”. It allows for higher performance using less material which is LEED [Leadership in

Energy and Environmental Design] and Green [Ecologically] friendly.

- b. Resilient channel – originally designed for leveling truss ceilings, not for walls
  - i. Sound deadening value: maximum 3-5 dB's
  - ii. Fails 90% of the time, mostly due to home owner needs
  - iii. **Comparison:** QuietRock is 300-400% more effective than RC and cannot be short circuited [doesn't fail]. RC must be used on new wall construction only; so not good for existing drywall applications
- c. Insulation batts – made for mould, fire, thermal [not sound blocking]
  - i. Lessen “drum-effect” inside empty wall cavity
  - ii. Sound blocking value is 2-3 dB [QuietRock with insulation in wall is 49 dB and without insulation in wall is 47 dB]
  - iii. **Comparison:** It takes 14 batts of insulation to equal what 1 sheet of QuietRock does for sound blocking. Insulation must be put inside a wall only; so not good for existing drywall applications
- d. Space, materials & labour – our *true* competition
  - i. Each of [a], [b] and [c] above result in additional costs when building out those assemblies
  - ii. **Comparison:** That is why QuietRock, although more expensive as a component, is cost competitive to all construction methods when looking to achieve a +/- 50 dB sound blocking assembly

## 9. Quietrock Value Proposition

- a. Using QuietRock Saves Space, Materials, Labour
- b. Jobs are completed faster so QuietRock saves Time
- c. QuietRock is the only product that can be used as a “retrofit” sound deadening application, meaning you don't have to demolish a wall to fix it

## 10. QuietRock **Contact Information**

- a. Technical & Installation Techniques: Ray Bakker: 877 800-7843
- b. Sales & Training Solutions:
  - i. MB East: Tony Kern: 905 609-5222
  - ii. SK West: Kris Norman: 403 629-5793
- c. Collateral and Marketing Materials: Fax request to 877 816-5436
- d. Pricing & Order Submissions: Fax request to 877 816-5436
- e. Head Office: 877 816-5435