

VENDOR SPOTLIGHT

All quiet on the apartment front



Quiet Solution's high-tech soundproofing materials help properties retain residents, gain more usable space, and lower costs by insulating units from noise.

Dealing with noise complaints is one of the least liked aspects of a property manager's job. Noise complaints may seem trivial in comparison to the hundreds of other issues that surface at apartment properties until you realize that noise is the second largest cause of litigation in multifamily construction and one of the primary reasons given by residents for moving out. Unacceptable noise levels have been cited as extracting huge tolls in lost economic benefit in commercial and residential environments, taking as much as a \$10 trillion hit. Noise pollution is blamed for productivity loss, increased stress levels, and injuries.

The problem, says Bruce Donaldson, vice president of Quiet Solution, a firm that designs and manufactures world-class soundproofing products for construction, transportation, and industrial markets, is the use of outdated soundproofing materials.

"Most of the building materials used today are legacy materials, such as gypsum and sheetrock, in use since the 1930s," says Donaldson. "There is a need for higher performance materials designed to address the issues raised by higher density and location of residences adjacent to air transportation, transit nodes, and high traffic areas."

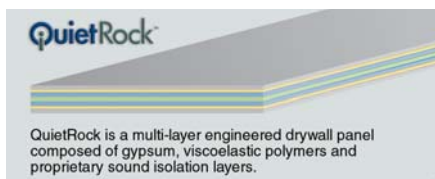
According to Donaldson, outdated methods such as resilient channels are easily shorted out, destroying the lab rating and resulting in serious actionable complaints, lawsuits and warranty repairs. The answer, says Donaldson, is Quiet Solution's line of soundproofing materials. The company has developed a unique, patent-pending viscoelastic polymer that absorbs noise and vibration by converting sound into silent, imperceptible heat.

Quiet Solution manufactures polymer-based drywall and plywood products (QuietRock and QuietWood) that are 95 percent more effective than traditional construction materials and techniques. The QuietRock Serenity soundproof drywall product line exceeds code and commercial

requirements for both Sound Transmission Class (STC) and fire ratings. Made from gypsum and infused with proprietary viscoelastic polymers that convert noise and vibration to tiny amounts of silent heat, QuietRock provides a new level of soundproofing for party walls and ceilings in new construction and rehab projects.

"Essentially, Quiet Solution is an applied sciences company working with molecules and coatings," says Donaldson. "We've taken the standard drywall panel and changed the physics by introducing polymer to absorb noise and sound energy. We believe this product will change the way buildings are constructed."

According to Donaldson, there are additional benefits to using QuietRock drywall. By using single stud construction with QuietRock instead of double-stud construction in walls, builders can achieve the



required STC 50+ rating and recover up to 3-5 percent of salable space per unit. Using QuietSolution products builders are able to reduce floor and ceiling widths by 30 to 50 percent. Combined, this enables the recovery of an estimated \$1 billion in lost floor space annually.

Today's standard methods for soundproofing are highly susceptible to failure during and after construction and easily rendered ineffective due to the high sensitivity of the material. Up to 90 percent of walls built with traditional Resilient Channel construction fail immediately or within two years. QuietRock, however, is the only technology presently available that cannot be short-circuited during or after construction. This greatly reduces contingent liability for builders, architects, engineers, and contractors involved in multifamily projects. With average repair claims exceeding \$10,000 per unit, the payback in risk-prone projects is immediate.

By using QuietRock soundproof drywall, multifamily architects and builders:

- Achieve the lowest overall cost to ensure STC 50-68 for party walls and floor-ceil-

ing assemblies

- Capture and sell previously dead space using thin single stud versus double wall construction
- Dramatically reduce contingent liability and warranty risk from noise complaints
- Mute low-frequency noise from highways, railroad lines, airports, home theaters

The story behind the development of Quiet Solution is as fascinating as the products it creates. In 2002, the company was founded by its present chairman Dr. Marc Porat. Porat holds a Ph.D. and a double Masters (economics and communications) from Stanford. He has held prestigious leadership positions in government, the communications industry and with Apple Computer's Technology Group. His work has been cited in various books such as those by futurist Alvin Toffler.

Like the chairman and founder of Quiet Solution, the company's personnel are scientists and experts in materials design and manufacture. By altering the physical properties of standard drywall, Quiet Solution's products are able to achieve levels of noise reduction never achieved before with this great an efficiency of space and economy.

"In the past six months we've been getting a significant number of inquiries from architects and developers," says Donaldson. "Word has also gotten out due to our high profile projects such as Los Angeles' THX Theater, the U.S. Mint in Pennsylvania, and the recording studio of Ozzy Osbourne. The key to using our products is that they deliver profitability. Quiet units increase tenancy rates and increase acoustical comfort. Most consumers equate quiet with luxury—they want the quietest car or refrigerator or dishwasher. For contractors, it's a win-win situation. They don't have to relearn everything—installation can be done without demolition and installed in new or existing construction." **AP**

Contact

Quiet Solution
522 Almanor Avenue
Sunnyvale, CA 94085
408-523-4000

www.quietsolution.com