

AN ACOUSTICAL FINISH CASE STUDY FROM INTERNATIONAL CELLULOSE

PROJECT	Badger Mutual Insurance Milwaukee, WI
ARCHITECT	Pfaller Architecture Assoc. Milwaukee, WI
ACOUSTICAL CONSULTANT	Scott Reidel & Associates, Ltd. Milwaukee, WI
DETAILS	SonaKrete Standard White 4,050 sq ft. @ 3/4"

The challenge of controlling unwanted conversations and cross talk in an open office environment has always been an acoustics dilemma. Studies have repeatedly demonstrated that employee efficiency is reduced in an acoustically harsh work environment. Badger Mutual contracted with architect Mark Pfaller to renovate and update their offices with emphasis of making the area quieter. Glued on tiles were removed and a new drywall ceiling substrate was installed. The acoustic consulting firm of Scott R. Riedel & Associates of Wauwatosa, WI was contracted to make product recommendations. The timely introduction of ICC's SonaKrete premium acoustic finish was just what they were looking for...a spray-applied and hand trowelled premium acoustic finish without the popcorn look of other spray products. 4,050 square feet of ICC's SonaKrete was specified and sprayed to the ceilings at 3/4" providing an NRC .75

Eric Wolfram, Associate Acoustician of Scott Reidel & Associates later wrote *"I visited Badger Mutual Insurance today and wanted to say that the SonaKrete installation looks really good. The people at Badger Mutual agree and are very happy with it. I also think most people won't recognize this as an acoustic a product either and that's a good thing!"* This did not surprise ICC as our SonaKrete licensed contractors are frequently described as the Michaelangelo's of the spray acoustic ceiling industry

Performance, looks and cost are the three main points that go into the choosing of a spray acoustic finish. SonaKrete provides higher NRC's with thinner applications than traditional spray plaster systems. With labor being the most expensive part of a bid, thinner applications mean more work can be completed per day.

SonaKrete is ideal for any architectural space requiring both acoustic performance and beautiful aesthetics. SonaKrete is available in Standard White and Arctic White. Custom matched integral colors are also available. SonaKrete is also ideal for worship centers, museums, libraries, lobbies, boardrooms, correctional facilities, and wherever performance, appearance and durability call for only the very best. Contact International Cellulose at **1-877-790-9367** for samples and complete technical data or visit our website at www.sonakrete.com. Would you like to learn more? ICC offers architects an AIA/CES program on the subject of Spray-Applied Acoustic Finishes.

