



PROJECT

**Piccadilly Grill West
Wichita, KS**

DETAILS

**Burnt Orange SonaSpray® "fc"
5,000 Square Feet
1" Thickness**

The Piccadilly Grill West in Wichita, KS is well known for their All-American cuisine. Steaks, seafood, and a scrumptious Sunday brunch are all mainstays of this fine eatery. Unfortunately, the restaurant had a big problem: Although they served great food that their patrons enjoyed, numerous customers would not return to the restaurant. The realty management company for the Piccadilly Grill conducted an exit poll and discovered that as many as 40% of their customers would not return to the

restaurant to eat. The reason? Terrible reverberation that created too much noise within the eating area. Many customers even complained about not being able to hear the person sitting at the same table without having to raise their voice.

Management knew that this was a problem that had to be addressed immediately. After several failed attempts with other acoustical control options, they turned to an acoustical consultant.

After meeting with the restaurant's owners, the acoustical consultant recommended International Cellulose Corporation's SonaSpray "fc" be sprayed to the entire ceiling to control the reverberation problem. The application would call for a special color SonaSpray "fc" to retain the color scheme of the restaurant. Burnt Orange SonaSpray "fc" was sprayed at a thickness of 1" to achieve an NRC of 0.90. The application

took place after Sunday brunch and was finished in time for the restaurant to open its doors Tuesday morning.

All the employees immediately noticed the dramatic difference in the noise levels after the application. Patrons also began commenting on how much of a difference the application had made. Now the Piccadilly Grill is able to retain its customers while still serving the same great food that they are known for.

Restaurants, schools, libraries, theaters, passenger terminals and offices are a small selection of project types in which SonaSpray "fc" can be utilized to provide an attractive acoustical treatment. Contact International Cellulose Corporation today at **(800) 444-1252** for complete details on how SonaSpray "fc" can improve your new construction and renovation projects. Or visit us on-line at: www.spray-on.com.