



# PROJECT DESIGN SOLUTIONS RETAIL FACILITIES



## PROJECT

Ar-Te-Fact  
Houston, TX

## DETAILS

K-13  
Tan  
2" Thick

It is a volatile environment in the retail industry. Retail facilities are constantly scouring the market for that next competitive advantage that will drive up sales while crushing the competition. K-13 helps give retail facilities the edge they need to compete in today's market.

Energy prices are on the rise and K-13 is ideal for every facility that is worried about reducing operating cost. K-13 is an investment

that pays for itself over time. Because K-13 can be spray-applied from one to five inches thick, it reduces heating and cooling costs and saves energy.

The high noise reduction coefficient of K-13 creates a luxurious shopping environment for every consumer. K-13 absorbs the noise of shopping customers and the noise of daily operations of the facility. Rain pounding on the roof will not be heard or outside traffic; only the sweet sounds of elevator music will cross the customer's ears.

Employee retention is an important issue facing retail stores. Retraining new employees can be costly and timely. Employees are more likely to stay at jobs where the environment is pleasant and peaceful. K-13 reduces noise that would annoy or distract employees from their

task and it helps create a positive environment.

K-13 provides an attractive textured surface that can virtually be applied anywhere. The patented adhesive is specially engineered to allow K-13 to be sprayed on almost any substrate including wood, metal, glass, gypsum board, urethane and brick. Standard colors are available in white, black, light gray, tan, and beige. Special colors can be order to meet retailer's preferences and architect's design.

Retail facilities, warehouses, churches, gyms and schools are just a few of the many types of projects that benefit from K-13 products. Contact International Cellulose Corporation today at **(800) 444-1252** for complete details on how K-13 can improve your new construction and renovation projects or visit our web site at: **[www.spray-on.com](http://www.spray-on.com)**.