



# THERMAL & ACOUSTICAL SPRAY-APPLIED CEILING FINISHES



## COFFEEHOUSES AND CAFÉS

# THERMAL & ACOUSTICAL SPRAY-APPLIED FINISHES FOR COFFEE SHOPS



K-13 Light Gray | Verbena Coffee | Houston, Texas



SonaSpray "fc" White | Nespresso | Miami, Florida



K-13 Gray | Slowpokes | Houston, Texas

## IMPROVING CUSTOMER EXPERIENCE

When implemented, cellulose spray-applied acoustical insulation can significantly enhance the overall comfort of the coffee shop environment. Customers will notice a marked improvement in their ability to relax and enjoy their beverages in a quieter atmosphere. With reduced background noise, patrons can also better focus on their tasks or conversations, leading to a more satisfying and productive visit.

## SUPPORTING EMPLOYEE WELL-BEING

Beyond enhancing the customer experience, the benefits of cellulose insulation extend to supporting the well-being of coffee shop employees. By reducing the level of ambient noise, stress levels among staff members can be minimized. This creates a more tranquil work environment where employees can perform their duties with greater ease and efficiency. Clear communication between staff members and with customers is also facilitated, enhancing the overall operational efficiency of the establishment.

## SUSTAINABLE

Additionally, our products are sustainable. We manufacture our finishes from 80% recycled material and may contribute to satisfying credits under the LEED® green building program. Our products are UL GREENGUARD Gold certified.

## EXPERIENCE

With over 60 years in the industry, the indoor pool projects highlighted in this brochure are just a small example of the many types of projects that have benefited from the acoustical and thermal finishes offered by International Cellulose. No matter what your design requirements and budget constraints are, for new construction or renovation, our products can be customized to help you create the ideal space.





K-13 Black | Starbucks | Turkey



K-13 White | The Yellow Cup | Houston, Texas



SonaSpray "fc" White | Barnaby's | Houston, Texas

In bustling coffee shops, noise levels can often hinder the customer experience, making it difficult for patrons to relax or engage in conversation. This noise pollution can stem from various sources such as chattering customers, clattering dishes, and brewing equipment. To address this issue, coffee shop owners can turn to International Cellulose's line of acoustical and thermal insulation products. These products offer a solution to mitigate noise by providing effective sound absorption and insulation.

## OUR SOLUTIONS

### K-13® | Thermal & Acoustical | Natural Texture

K-13 insulation is a thermal and acoustical commercial cellulose insulation typically used as an exposed ceiling finish requiring no additional materials. K-13 meets project requirements for insulation and noise reduction. Additionally, K-13 usually provides these features at lower installed prices than many common alternatives. K-13 is available in Black, Gray, Light Gray, Tan, White, and specially matched colors.

### SonaSpray "fc"® | Acoustical | Refined Texture

SonaSpray "fc" is a spray-applied acoustical texture that provides an attractive, high-performance solution to acoustical and lighting design objectives in both

new construction and renovation projects. SonaSpray "fc" is available in Black, Light Gray, White, Arctic White, and specially matched colors.

### SonaKrete® | Acoustical | Troweled Texture

SonaKrete is a premium ceiling acoustical finish with a very refined, plaster texture. SonaKrete is spray-applied, then troweled for a seamless finish making it ideal for historic renovation and domed or arched ceilings. SonaKrete is specified in interior spaces to reduce excessive noise and improve intelligibility without compromising aesthetic objectives. Additionally, SonaKrete typically provides these features at a more competitive install cost than alternative acoustical plaster systems. SonaKrete is available in Black, Light Gray, White, Arctic White, and specially matched colors.

## TECHNICAL DATA

<b>ASTM D 2244</b> Light Reflectance	K-13: White <b>84+</b>   Light Gray <b>73+</b> SonaSpray "fc": Arctic White <b>86+</b>   White <b>79+</b> SonaKrete: Arctic White <b>91+</b>   White <b>88+</b>
<b>ASTM E 736</b> Cohesion/Adhesion	K-13: Bond Strength > <b>150 psf</b> SonaSpray "fc": Bond Strength > <b>600 psf</b> SonaKrete: Bond Strength > <b>800 psf</b>
<b>ASTM C 423</b> Sound Absorption	See NRC Chart on back.

## ACOUSTICAL PERFORMANCE

The acoustic performance of ICC's products is assessed through the room reverberation technique outlined in ASTM C 423, resulting in the determination of a Noise Reduction Coefficient (NRC).

### K-13 APPLIED ON SOLID BACKING

Inches	125 Hz	250 Hz	500 Hz	1000 Hz	2000 Hz	4000 Hz	NRC
1"	.11	.32	.84	.99	1.01	.98	<b>.80</b>
1.5"	.21	.46	1.06	1.13	1.02	1.00	<b>.90</b>
1.75"	.30	.74	1.14	1.06	.99	.98	<b>1.00</b>
2"	.47	.90	1.06	1.06	1.08	1.07	<b>1.00</b>
3"	.57	.99	1.04	1.03	1.00	0.98	<b>1.00</b>
4"	.84	1.06	1.01	1.03	1.00	.98	<b>1.05</b>
5"	.99	.89	1.05	1.03	1.00	1.00	<b>1.00</b>

### K-13 APPLIED ON 1.5" METAL DECK

Inches	125 Hz	250 Hz	500 Hz	1000 Hz	2000 Hz	4000 Hz	NRC
1.5"	.36	.89	1.26	1.07	1.01	1.00	<b>1.05</b>
3"	.97	1.04	1.13	.99	.95	.98	<b>1.05</b>

### K-13 APPLIED ON 2" METAL DECK

Inches	125 Hz	250 Hz	500 Hz	1000 Hz	2000 Hz	4000 Hz	NRC
1"	.39	.63	.96	.99	1.04	1.06	<b>.90</b>
2"	.55	.99	1.13	1.06	1.05	1.10	<b>1.05</b>

### K-13 APPLIED ON 3" METAL DECK

Inches	125 Hz	250 Hz	500 Hz	1000 Hz	2000 Hz	4000 Hz	NRC
1"	.50	.66	.97	1.02	1.05	1.03	<b>.95</b>
1.5"	.55	.92	1.11	1.02	.95	.99	<b>1.00</b>
2.75"	.69	.98	1.17	1.03	.97	1.04	<b>1.05</b>

### SONASPRAY "FC" ON SOLID BACKING

Inches	125 Hz	250 Hz	500 Hz	1000 Hz	2000 Hz	4000 Hz	NRC
.5"	.00	.14	.49	.87	1.00	.99	<b>.65</b>
.75"	.10	.23	.70	.98	1.01	.96	<b>.75</b>
1"	.05	.40	.94	1.04	.97	.99	<b>.85</b>

### SONASPRAY "FC" ON 1.5" METAL DECK

Inches	125 Hz	250 Hz	500 Hz	1000 Hz	2000 Hz	4000 Hz	NRC
.75"	.17	.58	.91	.89	.87	.84	<b>.80</b>
1"	.22	.62	1.02	1.09	1.05	1.00	<b>.95</b>

### SONASPRAY "FC" ON 3" METAL DECK

Inches	125 Hz	250 Hz	500 Hz	1000 Hz	2000 Hz	4000 Hz	NRC
.5"	.51	.48	.80	.88	1.00	1.00	<b>.80</b>
.75"	.55	.55	.94	1.01	1.03	1.00	<b>.90</b>
1"	.63	.73	1.08	1.04	1.01	1.00	<b>.95</b>

### SONAKRETE ON SOLID BACKING

Inches	125 Hz	250 Hz	500 Hz	1000 Hz	2000 Hz	4000 Hz	NRC
.25"	.01	.07	.39	.69	.83	.87	<b>.50</b>
.375"	.06	.11	.46	.77	.84	.89	<b>.55</b>
.5"	.01	.16	.49	.89	1.03	.97	<b>.65</b>
.75"	.25	.48	.81	.85	.85	.94	<b>.75</b>



## CONTACT US FOR MORE INFORMATION

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