



INNOVATIONS FOR LIVING™

QUIETZONE® NOISE CONTROL SOLUTIONS

For more information on Owens Corning QuietZone® Noise Control Solutions, visit www.QuietZone.com, call **1-800-GET-PINK** or contact your Owens Corning sales representative today.



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SALES REFERENCE GUIDE



QUIETZONE® NOISE CONTROL SOLUTIONS

VOLUME CONTROL FOR THE HOME

NOISE CONTROL. IT'S A BOOMING BUSINESS.

Buyers have always paid close attention to how their new homes will look. And now more than ever, they're interested in how their homes will sound. QuietZone® Noise Control Solutions reduce the level of unwanted noise transmitted in the home. Helping to make it possible for your company to...

Increase current and future sales. Home theaters. Open floor plans. Hard floors and counters. These design trends often result in more intrusive sounds. And as these features grow in popularity, so does the opportunity to sell noise control solutions.

Stand out from the competition. Few builders actively promote noise control to their customers. When you do, it speaks volumes about your company's commitment to quality.

Improve customer satisfaction. Selling *QuietZone* Noise Control Solutions is a smart way to show customers you care about their satisfaction and ability to fully enjoy life in their new homes.

Build referrals and repeat business. The more satisfied your customers are with their new homes, the more likely they will be to both refer your company to others and return to you for future business.

A GUIDE TO SELLING QUIETZONE® NOISE CONTROL SOLUTIONS.

Many buyers don't become aware of the need to reduce unwanted noise until after they've moved into their new homes. And by then there's no simple, cost-effective way to solve the problem.

Your aim is to let them know that there's a systematic way to address their sound concerns. All it requires is a little up-front planning. And that's where *QuietZone* Noise Control Solutions come in.

To help educate your customers on noise control, we've prepared this simple, four-step Sales Reference Guide. It covers the important points they need to hear.





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STEP ONE: BUILD AWARENESS OF THE ISSUE. (Too much noise!)

Points to emphasize

- Everyone deserves to fully enjoy life at home. And that means doing what they want—when they want—without having to worry about disturbing others
- Unfortunately, the potential for unwanted sound in today's homes is greater than ever before due to the popularity of:
 - Home theaters
 - Home offices
 - Video games
 - Computers
 - Open floor plans
 - High ceilings
 - Hard floors and countertops
- Given that we're doing a lot more in our homes, it's no wonder 78% of homeowners are disturbed by noise*

*TNS-Global Noise Reduction Market Understanding Study, January 2005.

STEP TWO: OFFER THE SOLUTION. (QuietZone® Noise Control Solutions.)

Points to emphasize

- Fortunately, **you can have the features *and* the sound you want for your new home.** But you have to plan ahead. Otherwise, it's too late
- Treating walls, ceilings and floors with *QuietZone* Noise Control Solutions **reduces the level of unwanted noise transmitted in the home**
- The system uses four techniques to control sound waves as they travel through space:



Absorbing



Blocking



Breaking



Isolating

Additional benefits for the homeowner

- Adds value to the home
- Easily tailored to fit any lifestyle or budget
- Proven products from an international acoustics leader—Owens Corning





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STEP THREE: EXPLAIN THE PRODUCT OPTIONS.

QuietZone® Quiet Foundations™ Noise Control Solutions

The essentials for systematically controlling noise in new homes

- Help reduce levels of airborne noises (such as conversations, appliances, TVs and plumbing) transmitted through walls, ceilings and floors
- Simple to add to new construction homes
- Include *QuietZone* Noise Control Batts and *QuietZone* Acoustic Caulk installed in the walls, ceiling and floors
- *QuietZone Quiet Foundations Plus Noise Control Solution* includes EnDuraGold® FIBERGLAS® Duct Board and Flexible Duct Media FIBERGLAS Insulation to help eliminate the pops and pings of metal ducts and absorb the sound waves that can travel through HVAC systems

NOTE: With all products, we recommend solid core doors.



QuietZone® Quiet Retreats™ Noise Control Solution

Maximum noise control for special rooms

- Uses state-of-the-art technology to help manage the sound experience for rooms where it's especially important to keep sound in or out (home theaters, home offices, master bedrooms, etc.)
- Designed to reduce both airborne and structural noises
- Includes *QuietZone* Noise Control Batts and *QuietZone* Acoustic Caulk installed in the walls, ceiling and floors as well as *QuietZone* Acoustic Floor Mat, Acoustic Wall Framing, *EnDuraGold* FIBERGLAS Duct Board and Flexible Duct Media FIBERGLAS Insulation for HVAC systems
- Additional options include *QuietZone* SOLSERENE® Fabric Ceiling System for sound enhancement and *QuietZone* ACOUSTYLE® Wood Ceiling System





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BUILDER PRICING

OWENS CORNING SALES REPRESENTATIVE CONTACT INFORMATION

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