



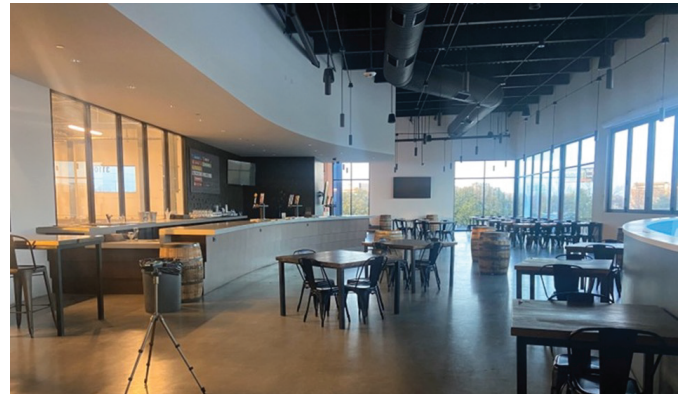
SELECTSOUND® FF-BLACK ACOUSTIC BOARD NEXT GENERATION TRANSFORMS ACOUSTIC EXPERIENCE AT COMMUNITY BEER COMPANY BEER GARDEN

If you stepped into Community Beer Co. in 2023, you found yourself at the heart of one of Dallas's premier cultural hubs. The beer was award-winning, the food was top-tier, and local musicians would make Dallas proud at private parties and events. The "vibe" was intended to be a perfect marriage of local art, live music and community connection.

However, the 70,000-square-foot facility had a hidden flaw. The modern-industrial architecture, with its vast hard surfaces, was inadvertently designed as a perfect echo chamber. It made it difficult to hear conversations or the live music, no matter how much they cranked up the volume. So, Kevin Carr, Community Beer Co.'s owner, turned to the acoustics experts at Owens Corning to bridge the gap between his venue's architecture and its aspirations, seeking a way to bring back the vision he initially imagined.

The Auditory Chaos

The very features that gave Community Beer Co. its stunning, modern-industrial aesthetic were the same elements sabotaging its success. An open plenum, metal ceilings, concrete floors and glass windows looked great, but they easily allowed sound to bounce from one surface to the next, creating a soundscape so jumbled that customers couldn't hear the person across the table. Every glass clink, chair scrape and burst of laughter lived forever in the room. On top of that, musicians couldn't play indoors, and even the staff had to retreat to back rooms every 30 minutes just to let their ears recover. Despite the world-class beer, the acoustics were driving people away, making many private events "one and done."



The complaints were all the same: the food and beer were awesome, but the sound was terrible. This became a big concern for Kevin. He needed the space to be a venue for good music, food and conversation, but the architecture was preventing that experience. He also realized that while the palate was being satisfied, the ear was being punished. Without a change, the architecture would continue to prevent the venue from ever reaching its full potential.

The Strategy: Precision Engineering and Testing

After Kevin reached out to Owens Corning acoustic engineers, these engineers dove in with the precision of a master brewer. They conducted a series of acoustic tests to determine the best approach. They measured the ambient sound across three critical vectors: Reverberation Time, Background Sound, and Sound During Normal Operations.

Reverberation Time: How long sound waves bounce around.

Background Sound: Constant noise levels when the room is empty.

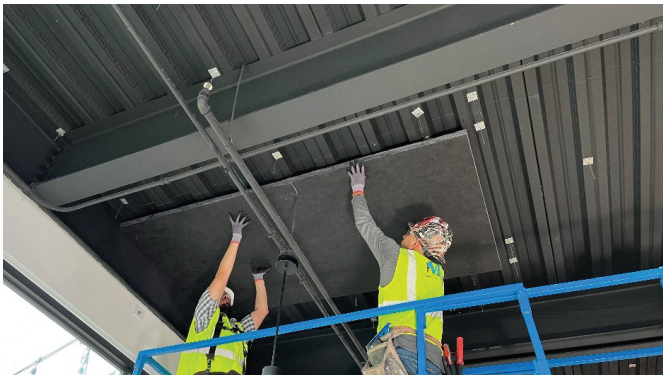
Normal Operations: Sound levels during peak business hours.

They quickly realized the problem was coming from reverberations off the hard ceiling and other hard surfaces. The solution was Owens Corning **SelectSound® FF Black Acoustic Board Next Generation**. It was designed specifically for open-plenum environments and features a newly developed, formaldehyde-free binder technology validated by UL to be formaldehyde-free¹. That's a major plus for a "Community"-focused brand. Additionally, the boards were designed with a smooth, durable black veil that would allow them to blend seamlessly into the shadows of the ceiling, providing the necessary sound absorption without being seen.

The Solution in Action: The Installation

Installation crews got to work applying Next Generation SelectSound® FF-Black Acoustic Boards directly to the upper metal decking and wrapping them around the large steel support beams in a 'U-shaped' configuration. This approach increased the sound-absorptive surface area, creating "sound traps" that catch noise before it can reflect back down to the guests.

Crews could work when the facility was not open. The work was performed strategically so the taproom and restaurant could continue serving the community without a single day of downtime. After working just two days a week for a few weeks, the entire job was complete.



The Next Generation SelectSound® FF-Black Acoustic Boards feature a newly developed binder technology that installers felt generated less dust than the legacy product. Installers said they found the boards easy to handle on the jobsite and noted the boards installed quickly. And because Next Generation SelectSound® FF-Black Acoustic Boards feature a consistent black color (monitored by a colorimeter during production), the finished ceiling maintains a sleek, uniform look.

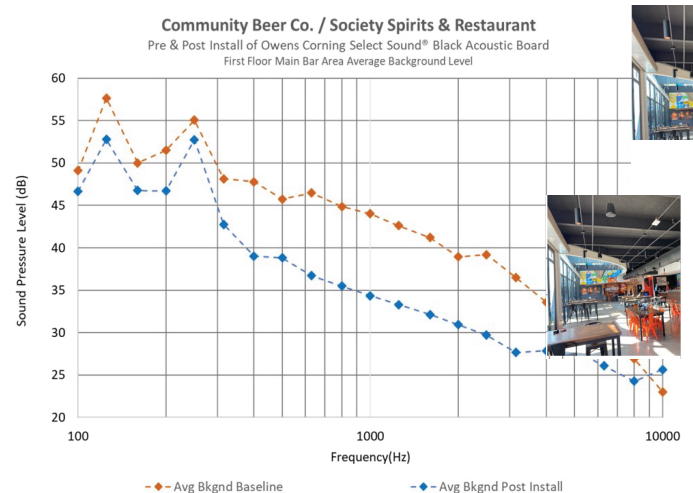
The boards essentially disappear into the open plenum, thus preventing an eyesore or odd aesthetic. This creates a premium look for this high-end venue.



The Results: Data-Driven Success

Once the panels were installed in the Main Taproom, Second Level and Flex Space areas, additional testing was conducted to determine how the Next Generation SelectSound® FF-Black Acoustic Boards would reduce noise from reverberation.

The results of the installation were, in the words of owner Kevin Carr, "night and day." Post-installation testing by Owens Corning engineers confirmed a massive shift in the building's acoustic profile. In a space with concrete floors and metal decking, sound waves bounce indefinitely, overlapping with new sounds. This creates a "masking effect" where speech becomes unintelligible. By installing the Next Generation SelectSound® FF-Black Acoustic Boards, they allowed the sound energy to dissipate between sounds, helping to prevent interference with the next syllable or musical note.



Beyond the echo, the building's overall "noise floor" dropped significantly as well. The venue saw a 50% energy reduction in background noise and a 25% energy reduction in normal operational sound levels.

Now patrons can hear each other across the table even while sports fans cheer on their favorite teams, children gather to celebrate birthdays, and a wide range of business and social meetups take place. For the first time since opening, the architecture finally supported the brewery's aspirations rather than hindering them.

Delicious to the Palate and Now to the Ear

The most important validation, however, came from the people inside the walls. "It's so amazing to be able to hear our music and have a conversation without having to raise your voice...or deal with lively sounds that end up annoying the brain!" Kevin said. "It has only been a short while, but all complaints about the ambiance or sound ended overnight once the first floor was done. We are opening up our live music programming with confidence; these performances will be enjoyed instead of annoying!"

Now, the staff no longer need "ear breaks," and the "one and done" private events were replaced by repeat bookings and a thriving live music scene. It's the kind of atmosphere that Kevin Carr always wanted.

A New Standard for Hospitality

Community Beer Co. learned the hard way that the atmosphere of a venue is more than just how things look. Luckily for Kevin, he was able to get the best of both modern-industrial architecture and high-performance acoustics, restoring the vision and vibe of the original plans.

The success of the project serves as a powerful reminder for facility leaders: sound is not an afterthought, but a cornerstone of the guest experience. With the Next Generation SelectSound® FF-Black Acoustic Board, Owens Corning provided a solution that carries UL validation FF and disappears into the design, all while delivering a reduction in noise fatigue. Today, the beer at Community Beer Co. still tastes great, but now, the venue finally sounds just as good as it looks.

¹For more information, please visit the UL Spot
https://spot.ul.com/main-app/products/detail/68d2b6097b7703ace571dcda?page_type=Products%20Catalog

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