

For more information on Owens Corning QuietZone®  
Noise Control Solutions, visit [www.QuietZonePro.com](http://www.QuietZonePro.com)  
or call 1-800-GET-PINK™ today.

This sound advice will help  
pump up your  
sales volume.



INNOVATIONS FOR LIVING™

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INNOVATIONS FOR LIVING™

**QUIETZONE® NOISE CONTROL SOLUTIONS**  
VOLUME CONTROL FOR THE HOME™





# QUIETZONE® NOISE CONTROL SOLUTIONS

## VOLUME CONTROL FOR THE HOME™



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## VOLUME CONTROL FOR THE HOME™

### THE QUIETZONE® NOISE CONTROL SOLUTIONS PRODUCT LINE

#### QuietZone® Noise Control Batts

- Acoustically engineered to absorb sound vibrations within the wall cavity to control noise in the home
- Installed between interior walls, floors and ceilings

Product Specifications—Wood Stud or QuietZone® Acoustic Wall Framing Construction						
Faced/Unfaced	Width	Length	Thickness	Package Type	Pieces/Package	Sq. Ft./m <sup>2</sup>
Faced	15 1/2"/394mm	93"/2362mm	3 1/2"/89mm	Bag	16	155/14.4
Faced	15 1/2"/394mm	93"/2362mm	5 1/2"/140mm	Bag	10	101/9.38
Faced	23"/584mm	93"/2362mm	3 1/2"/89mm	Bag	16	238/22.11
Faced	15 1/2"/387mm	105"/2667mm	3 1/2"/89mm	Roll	8	88/8.18
Unfaced	15 1/2"/387mm	93"/2362mm	3 1/2"/89mm	Bag	16	158/14.68
Unfaced	15 1/2"/387mm	105"/2667mm	3 1/2"/89mm	Bag	16	178/16.54
Unfaced	23 1/4"/590mm	93"/2362mm	3 1/2"/89mm	Bag	16	241/22.39

#### QuietZone® Acoustic Sealant

- Stops sound from traveling through small cracks and openings. Applications include:
  - Gaps between wall stud plates and the subfloor
  - Around electrical outlets/boxes, air ducts, doors and windows
  - Any other miscellaneous wall, ceiling and floor penetrations or gaps

#### Product Specifications

Net 29 fl. oz. (857.6ml). QuietZone Acoustic Sealant rates on average: 5 for Flexibility; 5 for Durability; 5 for Adhesion to Wood; 5 for Adhesion to Glass; 5 for Adhesion to Metal; and 5 for Adhesion to Masonry (Rating Scale: Superior: 5 –Lowest: 1). Internal and external uses apply to most surfaces.

#### QuietR™ Duct Board

- Helps eliminate the pops and pings of metal ducts and absorbs the sound waves that can travel through HVAC systems
- Improves thermal efficiency

#### Flexible Duct Media FIBERGLAS® Insulation

- Reduces HVAC equipment and air-movement noise
- Works with flexible air ducts
- Can be shaped around small-diameter cores smoothly and without buckling

#### QuietZone® Acoustic Wall Framing

- Replaces conventional wood studs for superior noise reduction
- Features TEMBEC SELECT Engineered Lumber and a section of SELECTEM™ Laminated Veneer Lumber, connected by acoustically resilient metal clips. Built-in clips eliminate the sound vibration path and allow the drywall on the inside of the room to float and isolate sound waves

Product Specifications—Maximum Vertical Load (lbs./linear foot)						
Interior Walls Only – Single Layer Type X Gypsum Both Sides – Interior Lateral Wall Pressure of 5 psf						
Wall Height	Stud Length	2x4 Wall On-Center Spacing			2x6 Wall On-Center Spacing	
		12"	16"	24"	12"	16"
8'	92 3/8"	670	615	530	2230	2090
9'	104 3/8"	495	445	365	1815	1570
10'	116 3/8"	370	325	245	1425	1200
12'	144"				865	790
14'	168"				580	515

#### QuietZone® Acoustic Floor Mat

- Reduces sound vibrations and impact noises through the floor and isolates sound within a room
- Installs between the wall, subfloor and floor underlayment

#### Product Specifications

- 3/8" thick x 4' wide x 35' long = 140 sq. ft.
- Packaged in rolls 4' long x 16" in diameter

#### QuietZone® SOLSERENE® Fabric Ceiling System

- Creates a clean, seamless ceiling with outstanding sound absorption qualities
- Improves acoustical performance in any size room, including large rooms with hardwood floors and cathedral ceilings or rooms with little headroom, such as basements
- Accommodates all lighting and HVAC systems
- Comes in white, vienna cream and black
- Fabric comes in 6'6", 8', 10', 13' and 16' widths

### QUIETZONE® NOISE CONTROL SOLUTIONS: A BOOMING BUSINESS OPPORTUNITY.

Buyers have always paid close attention to how their new homes will look. And now more than ever, they're also considering how their new homes will sound. That's because buyers want their homes to be retreats from the stresses of everyday life. What's more, there's growing concern about the negative impact of noise on general health and well-being.

QuietZone® Noise Control Solutions reduce the level of unwanted noise transmitted in the home. Helping to make it possible for both you and your builder customers to...

- Increase current and future sales
- Stand out from the competition
- Improve customer satisfaction
- Build referrals and repeat business

This kit contains all the insights and information you need to let builders know that selling QuietZone Noise Control Solutions is a must. Also included are details about an exciting incentive program for your company, plus the QuietZone Self-Training & Co-op Program CD-ROM and QuietZone Noise Control Solutions Installation DVD.

If you have any additional questions about QuietZone Noise Control Solutions, please feel free to contact your Owens Corning Area Sales Manager or visit [www.QuietZonePro.com](http://www.QuietZonePro.com) today.

DO THE MATH		
This example shows how selling QuietZone® Noise Control Solutions makes financial sense.		
	Exterior Cavity	Interior Cavity
Local housing starts	8,000	8,000
Share	x 50%	x 50%
Total jobs	4,000	4,000
Sq. ft. in average cavity	x 3,148	x 2,100
Total sq. ft.	12,592,000	8,400,000
Charge to builder (material and labor)	x \$.30	x \$.35*
Revenue	\$3,777,600	\$2,940,000
* Includes pricing estimate for installing sealant at bottom plate and around electrical outlets.		

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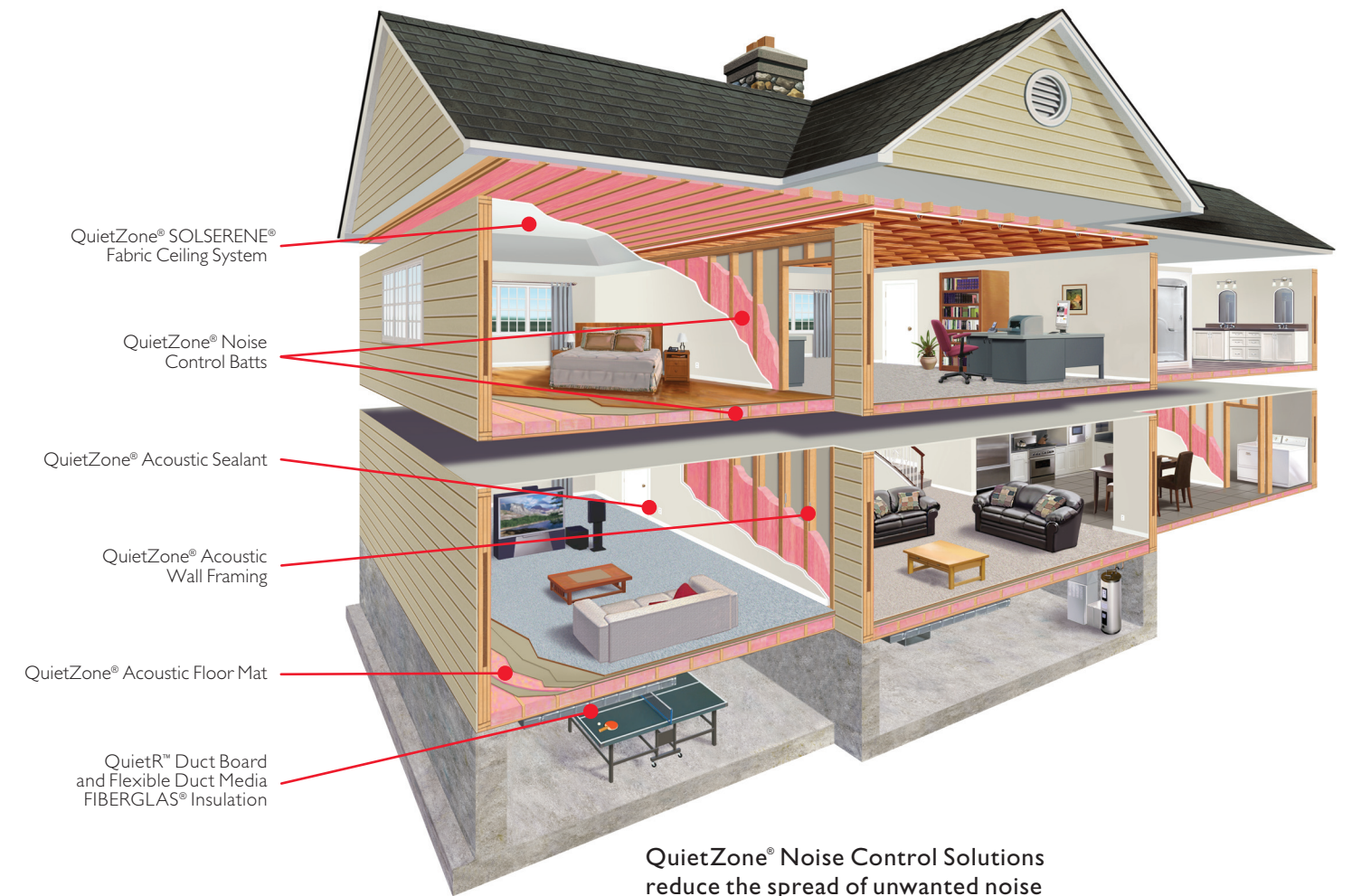


## QUIETZONE® NOISE CONTROL SOLUTIONS VOLUME CONTROL FOR THE HOME™

### INSTALLING QUIETZONE® NOISE CONTROL SOLUTIONS

The DVD included in this kit contains installation videos for QuietZone Noise Control Products so you can better understand how they work both individually and together to control unwanted noise in the home.

For more information on QuietZone Noise Control Solutions, contact your Owens Corning Area Sales Manager or visit [www.QuietZonePro.com](http://www.QuietZonePro.com) today.



QuietZone® Noise Control Solutions reduce the spread of unwanted noise between rooms.

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 completely manage the sound experience for rooms where it's especially important to keep sound in or out (media rooms, home offices, master bedrooms, etc.)
- Decreases noise up to 85%\*
- Designed to reduce both airborne and structural noises

Package includes:

- QuietZone Noise Control Batts and QuietZone Acoustic Sealant installed in the walls, ceilings and floors

- QuietR Duct Board and Flexible Duct Media FIBERGLAS Insulation for your HVAC system
- QuietZone Acoustic Wall Framing installed in the walls
- QuietZone Acoustic Floor Mat installed in the floors
- Additional options include the QuietZone SOLSERENE® Fabric Ceiling System for sound enhancement. Perfect for home theaters and great rooms

**Note:** With all products, we recommend solid core doors.

\* The percentage of noise reduction is calculated by correlating differences in sound levels to the ear's ability to perceive noise reduction across all frequency bands as measured in acoustics industry standard human listening studies.



SELLING QUIETZONE® NOISE CONTROL SOLUTIONS: THREE EASY STEPS

Reducing unwanted noise is an untapped opportunity to help increase profits. It's news your builder customers want to hear. And it makes selling QuietZone Noise Control Solutions easy. Especially when you follow these three simple steps.

**Step One: Build awareness of the issue. (Too much noise!)**

Points to emphasize:

- The potential for unwanted sound in today's homes is greater than ever before due to the popularity of:

- Home theaters
- Home offices
- Open floor plans
- High ceilings
- Hard floors and countertops
- Technologies such as cell phones and video games

- It's no wonder 78% of homeowners say they are disturbed by noise in the home\*
- Unfortunately, many home 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. This can lead to buyer's remorse, and even worse, dissatisfaction with their builder

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



**Step Two: Explain the opportunity. (QuietZone® Noise Control Solutions.)**

Points to emphasize:

- Fortunately, home buyers can have all the features and the sound control they want for their new homes
- Treating walls, ceilings and floors with QuietZone Noise Control Solutions reduces the level of unwanted noise transmitted between rooms
- 71% of homeowners say they would be interested in noise control products if they were offered by a builder\*

**Step Three: Stress the benefits. (An edge for their business.)**

Points to emphasize:

- **Standing out from the competition.** Few builders actively promote noise control to their customers. But when they do, it speaks volumes about their company's commitment to quality
- **Improving customer satisfaction.** Selling QuietZone Noise Control Solutions is a smart way for builders to show they care about the buyers' ability to fully enjoy life at home
- **Building referrals and repeat business.** Customers pleased with their homes generate positive word of mouth for builders. That's the best form of advertising





# QUIETZONE® NOISE CONTROL SOLUTIONS

VOLUME CONTROL FOR THE HOME™



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## NEW 2007 QUIETZONE® INCENTIVE PROGRAM

Your chance to win exciting prizes.

### Introducing the 2007 QuietZone® Noise Control Solutions Rewards Program

Taking part in this program is easy.

1. Visit [www.QuietZonePro.com/QZRewards](http://www.QuietZonePro.com/QZRewards).
2. Register to take part in the program. (It will only take a few minutes.)
3. Earn entries good for chances to win exciting prizes.

### Monthly-drawing winners choose from these valuable prize packages.

- 4 notebook computers
- 10 digital cameras (plus a printer and paper)
- A golf outing for 12 (plus a Callaway gift card)
- 10 round-trip airline tickets (to any continental U.S. destination)

### The more QuietZone® Noise Control Products you buy, the greater your chances of winning.

From January 2 to December 31, 2007, you get 5 entries in the monthly drawing every time you:

- Purchase 10,000 lbs. of QuietZone Noise Control Batts (approximately 400 packages or 66,000 sq. ft., depending on the SKU)
- Purchase 15 cases of QuietZone Acoustic Sealant
- Purchase 10 rolls of QuietZone Acoustic Floor Mat

Periodic e-mail updates make it easy to keep track of qualifying purchases made. You can also earn 2 entries every time you complete a QuietZone Noise Control Solutions pop quiz online.

What's more, MP3 players will be given away to the first two program participants to buy 30,000 lbs. (approximately 1,200 packages or 198,000 sq. ft., depending on the SKU) of QuietZone Noise Control Batts each month.

For more information on this chance to win exciting prizes, contact your Owens Corning Area Sales Manager or visit [www.QuietZonePro.com/QZRewards](http://www.QuietZonePro.com/QZRewards) today.

Register now and earn one entry in the drawing every month.

## ADDITIONAL TOOLS AND SUPPORT

Create stronger relationships with builders. And make it easier for them to sell QuietZone Noise Control Solutions to their customers. The following tools and resources give everyone an edge over the competition:

- **Owens Corning Acoustic Research Center (OCARC).** Since the Research Center was founded in the 1950s, Owens Corning has been a leader in research and development in the field of acoustics. Our internationally renowned facility in Granville, OH, provides a wide range of engineering services and consulting solutions. When it comes to noise control products and advice, building professionals can count on the expertise at the OCARC
- **The QuietZone® Noise Control Solutions Experience.** To help builders and builders' customers experience the difference QuietZone Noise Control Solutions can make, we've designed three demonstration displays. These displays should be used as part of the sales process in design centers and model homes
- **Co-op advertising materials.** We have created powerful co-op advertising materials to help builders promote the advantages of QuietZone products to their customers and drive traffic to their communities. Print, outdoor, radio and Internet advertisements as well as sales support literature are available

For additional information on these tools and resources, check out the enclosed QuietZone Self-Training & Co-op Program CD-ROM or go to [www.QuietZonePro.com](http://www.QuietZonePro.com).



## PRODUCT OVERVIEW

QuietZone Noise Control Solutions can be sold as part of the specification for a home build or as an option to new home buyers in the construction process. The products are available in three packages:

### QuietZone® Quiet Foundations™ Noise Control Solution

#### The essentials for systematically controlling noise in new homes.

- Reduces the levels of airborne noises (such as conversations, appliances, TVs and plumbing) transmitted through walls, ceilings and floors
- Decreases noise up to 30%\*
- Simple to add to new construction homes

#### Package includes:

- QuietZone Noise Control Batts and QuietZone Acoustic Sealant installed in the walls, ceilings and floors

### QuietZone® Quiet Foundations™ Plus Noise Control Solution

#### Taking noise control to the next level.

- Helps eliminate the pops and pings of metal ducts and absorbs the sound waves that can travel through the HVAC system while improving energy efficiency
- Simple to add to new construction homes

#### Package includes:

- QuietZone Noise Control Batts and QuietZone Acoustic Sealant installed in the walls, ceilings and floors
- QuietR™ Duct Board and Flexible Duct Media FIBERGLAS® Insulation for your HVAC system

**Note:** With all products, we recommend solid core doors.

\* The percentage of noise reduction is calculated by correlating differences in sound levels to the ear's ability to perceive noise reduction across all frequency bands as measured in acoustics industry standard human listening studies.

