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Echo Eliminator Solves **BIG** Reverberation Problem in Hebron ND Facility!

Ted,
I wanted to thank you again for all your help and insight related to our Acoustic Tile Installation for the City of Hebron, ND. I figured that an overview of how this all came to fruition would be in order.

To start I was doing a show in Minot, ND when an individual from the Hebron City Council approached me about how to affect a room to; i.e. sound better; as their building had been constructed with not much thought into the audible environment. Now that they have completed it there was a big problem, it sounded terrible in the room, with almost a 5 sec reverb you could hardly understand anything spoken, let alone the idea of someone performing in the space. Now, Audio Visions has done several acoustical treatments in our time between the home office and our office here in MN. However for this instance we were looking for a modern, simple, cost efficient solution, one that is easy to install, has little liability, and tangible results. This led me to research new products available in the market place instead of just keeping with the status quote. As a result I connected with Ted and he really hit a home run with us, his knowledge and ability to articulate what Bonded Acoustical Cotton can do on paper and in practice, was most comforting. He lent me some easy to understand formulas along with clear communication about a very subjective topic "how the room will sound" so once we sold it to our client, the only thing left was to install it and prove that they had made the right choice.

The facility in Hebron was a fairly simple structure 60' x 80' with an Apex style roof that is 16' at the eave's and 22' at the peak, it has Sheet Rock walls and ceiling, along with a polished concrete floor. As you can imagine this was a reflective nightmare to say the least, and surprisingly it was almost aggravating to even be in the space, you couldn't understand over half of what people said, this had almost become a source of discomfiture for city officials and they wanted it resolved expediently. The first order of business was to load-in and get the product in the room along with all the supplies. We decided to create a couple of "jigs" for arranging the tiles symmetrically along the ceiling of the building. This allowed us to place 5 panels at a time and have their spacing be exact. We were thrilled with how manageable of a product it was, being, light,



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pliable, and consistent. Our process had a few simple steps: 1.) affix the jig in place as per the drawing 2.) clean the area where the tiles are going 3.) lay down a bead of glue onto the tile 4.) using spray adhesive, cover the remainder of the tile and also the area that was cleaned 5.) gently place the tile in it's "slot" of the jig 6.) using a paint roller press/work the glues that will hold the tile in place 7.) dress-out any smudging or dirt that you left on the tile 8.) remove the jig, your done. We utilized local labor, and for us it was mostly just have'n a good time repeating the processes until our 250 panels were in place. I was happy that we hit our projected time-frame for the completion of this, and it also made the numbers \$\$\$ work too. It was fascinating though; how the "room" changed as we put up more and more tiles. At the start you could stand under an area that was treated and notice how the tiles above you affected the air you're in, and if you went to an un-treated area of the room it was foreign to hear the reflections. Speaking from a sound company's point of view, we normally "fix it" by speaker placement and the number of cabinets we bring in. But in this instance as we put up more and more tiles, the room became manageable and actually physically pleasant to be in, dare I say relaxing. This was not something I anticipated but, it was amazing to experience. As a production provider I would most certainly rather come into a room that has been acoustically treated correctly to begin with, than try to solve a "rooms problems" with equipment, time, and cost to the client. And worst of all, it's the patron of that space or event who loses, because the entertainment or experience they paid for has been marginalized by an un-fit environment. I came away with a new perspective on what you can do with a blank space, how it sounds and how it feels. Going from 5 sec of reverb to about 2 sec of reverb was quite a difference. When a person talked, you felt closer to them, even in an open space, best of all you didn't miss a word.

In closing I hoped to translate what a great experience this has been. It has opened my eyes to another approach regarding indoor spaces and how they can sound. Ted is a wealth of knowledge and is quite skilled at how to communicate it. Bonded Acoustical Cotton is a fantastic product which I am sure we will continue to use for a long time. Thank you for your help, expertise, and support, we look forward to our next project.

Barrie Borchers
General Manager – AVMN



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If you have any questions or need any information about any of the products or applications discussed in this article, please feel free to contact me. I would be happy to help you.

Ted Weidman,
Acoustical Surfaces, Inc.
123 Columbia Court North,
Chaska, MN 55318
p. 800.527.6253 f.952.448.2613 or
e. ted@acousticalsurfaces.com