



## Tundra Lodge Tackles Declining Guest Occupancy

**QuietRock used to improve guest comfort in rapid room renovation**

### **Green Bay, Wisconsin**

In September 2003, the legendary Lambeau Field – home of the famed NFL Green Bay Packers – completed a \$297 million renovation. Originally built in 1957, the completely updated sports venue has had a very positive effect on all businesses in the immediate surrounding area.

One such beneficiary was the brand new Tundra Lodge Resort. Just completed and only four blocks down Lombardi Avenue, the two grand openings mutually welcomed visitors to the revitalized stadium district.

The 161 unit, all suite, rustic themed Tundra Lodge is a unique and spectacular property in its own right. The lodge features a 45-foot stone fireplace to warm the chilly football season nights, a conference center for tech-savvy business travelers and corporate meetings, a family-friendly arcade, gift shops, candy store, restaurants and a year-round indoor water park filled with slides, rides and pools-of-fun for all.

Perfectly situated to welcome the loyal “cheesehead” Green and Gold fans – many who repeatedly travel long distances to attend games – the Tundra Lodge was ready for a big kick-off in every respect.

**Project:**

Tundra Lodge Resort

[www.tundralodge.com](http://www.tundralodge.com)

**Location:**

Green Bay, Wisconsin

**Drywall Contractor:**

H.J. Martin & Son, Inc.

[www.hjmartin.com](http://www.hjmartin.com)

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– Melanie Novinska, Managing Director of Engineering, Tundra Lodge





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HJ Martin & Son, Inc.



## The Unseen Penalty: Sound and Noise

In the first few days, the Tundra's Managing Director of Engineering, Melanie Novinska, watched carefully as guest rooms began to fill. All went extremely well at first – with only partial occupancy – but as the Lodge began to fill, problems began to surface.

At first, it was only an occasional complaint about ambient noise coming from adjacent rooms. Then, what began as a trickle of complaints suddenly swelled into an avalanche of unhappy guests that complained, threatened checking out and often demanded refunds.

"It cost our property a lot of discounted rooms and certificates for people to give us another try," said Novinska. "The sound transfer from one guest room to another was not acceptable. Of course, when you first open any hotel property, business is slow. You don't find the problems until you're selling lots of rooms and guests are right next to each other."

## Back Into a Huddle

The original architect and builder specified resilient channel, claiming the decoupled assemblies would deliver an estimated STC (Sound Transmission Class) rating of about 50. However, the assemblies were subject to compound issues that caused the resilient channel to "short-circuit" – resulting in a severe decline of STC performance. In reality, the best performing walls came in at only 37 and the worst were an STC rating of 34 – only a point or two above standard assemblies using common 5/8-inch Type X drywall.

Guest reviews, both online and word-of-mouth, can influence stay-rates on a grand scale. Novinska estimated the sound isolation issues of the original construction were causing 40% to 50% percent of normal, repeating business to simply disappear.

Without a knowledgeable architect or builder who was well versed in architectural acoustics, Novinska felt she had no choice but to educate herself.

"I found QuietRock online and requested information and a sample. Then, we put together a solution to fix the problem using QuietRock," she notes.

After receiving third-party validation about the QuietRock solution from Patrick McCormick of Brandner Engineering, contractor H.J. Martin began removing the original drywall and completely emptying and tearing-down each of the 161 rooms, one suite at a time.

An electrician moved back-to-back outlets to offset positions and insulation was installed where needed. Then came sheetrock screw-mounting of QuietRock followed with tape, cosmetic texture and new paint. "We were able to complete about six to eight rooms every five days", Novinska recalls.

## Score!!

"Before QuietRock, sound transmission was really bad," notes H.J. Martin drywall installer Jay Hussong. "You could hear conversations right through the walls. After QuietRock was installed, we measured the rooms at STC 50 or better. You could really hear (or not hear) the difference."

"All noise complaints ended," states Novinska. "The difference was amazing and occupancy rates went up. QuietRock was the perfect solution."

"Start with QuietRock instead of resilient channels and properly position your outlets and any other openings on back-to-back guestrooms, and you'll get quiet rooms," she adds.

Novinska's final advice: "Also hire a builder who knows about isolating sound."

## About QuietRock®

QuietRock replaces older techniques such as resilient channels, clips, sound board and mass loaded vinyl and offers lower cost solutions than other methods for equivalent STC ratings. From 1/2" entry level to 1-3/8" professional products, there is a model for any project. QuietRock hangs and finishes just like standard drywall and is fully lab and field-tested to STC 80, depending on model and assembly. PABCO Gypsum has shipped millions of QuietRock-brand panels for use in thousands of residential and commercial construction projects.

## About PABCO® Gypsum

PABCO Gypsum, a division of Pacific Coast Building Supply, owns and operates sustainable gypsum wallboard operations in Las Vegas, NV and Newark, CA. Family owned and operated since 1972, PABCO Gypsum has been providing gypsum wallboard products and superior customer service throughout the Northwestern hemisphere of the United States. PABCO Gypsum began manufacturing and shipping gypsum board from its Newark, California facility in 1972. Five years later, PABCO Gypsum expanded with the acquisition of a combined manufacturing and gypsum quarry facilities north of Las Vegas, Nevada. In 1998 and again in 2005, the Las Vegas plant was expanded and modernized. In 2009 the Newark, California plant was also expanded and modernized. Today, the two facilities supply over 1.67 billion annual square feet of gypsum board, making PABCO Gypsum one of the largest producers in the western United States.

In August 2013, PABCO Gypsum acquired the QuietRock product line and manufacturing operations from Serious Energy, Inc; further strengthening company brand and product portfolio. PABCO's complete line of gypsum products is used in virtually all types of construction from single-family residential to commercial high-rise structures.