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....SOLVING YOUR THERMAL AND ACOUSTIC NEEDS

Shaping Up



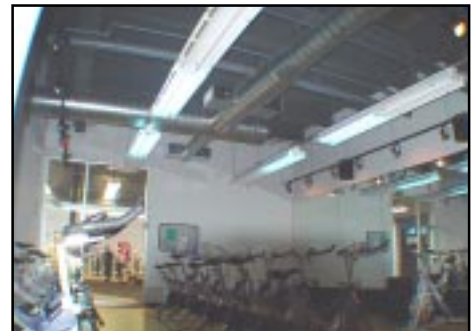
Bally's Total Fitness Centers frequently remodel large vacant buildings. Spinning rooms and aerobics' areas are popular additions to their diverse fitness programs. These rooms often incorporate music and instruction that tend to be very active and loud. Noise transfer from these rooms often interferes with other activities within the facility.

Bally's has made effective use of K-13 spray treatments to acoustically enhance these rooms at many of their facilities. K-13 is made up of high quality non-toxic cellulose fibers blended with a permanent durable vinyl adhesive. K-13 will reduce noise levels by as much as 90% in all types of construction while maintaining the attractive design intended for the facility.

K-13 products are a cost effective and less obtrusive method of addressing special acoustic needs than most other forms of acoustic products. Many standard and custom colors are available to enhance design criteria.

With the help of International Cellulose Corporation, Bally's has developed a custom color of K-13 called "Bally's Grey", which coordinates with their standard color schemes. Black colored K-13 can also be used to "Black Out" undesirable ceiling heights or mechanically cluttered ceilings.

Bally's is very pleased with the acoustic results and comments from members. They continue to specify K-13 on all their new facilities and are in the process of updating existing facilities with this product. Bally's continues to use Retrotherm as the preferred applicator of K-13 in our area to acoustically treat these rooms.



Project:

Bally's Total Fitness 1245 McDade Blvd. Ridley Township, Pa. 19094

Description:

K-13 Acoustic treatment to Spinning and Aerobics' rooms

Contact:

Chris Stefani
Campenella Construction, Inc.
Philadelphia, PA

Phone:

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If you would like more information about how this product can help you in designing your next project, or any of the other acoustic or thermal treatments in our newsletters, please contact us at (800) 905-3730 or visit us on the web at www.Retrotherm.com. Retrotherm has successfully completed over 10 million square feet of K-13 systems and is considered one of the leading K-13 contracting firms in the Northeast. Call us, we can help.