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Tag: Primacoustic goes green with new Broadway London Studio Kits

Vancouver BC based Primacoustic is pleased to announce the launch of their Broadway London studio kits, a new fiberglass based alternative to urethane foam that works better, looks nicer, is eco-friendlier and costs about the same as foam!

For years, home studios have been treating their rooms using low cost urethane based acoustic foam. Because urethane foam is petroleum based, the cost of raw materials has recently skyrocketed following oil prices. This has forced acoustic panel manufacturers to reduce the foam density by over 65% from what used to be 2 pounds per cubic foot to the 1.3 pound density that is now typical. Lowering the density means that instead of the minute open cell structure of yesteryears, urethane foam is now produced with larger air pockets. The result is of course obvious: more air and less absorptive material results in significantly less absorption for the money invested.

According to Primacoustic president Peter Janis: *"Our Primacoustic team started looking for a urethane foam alternatives several years ago as oil prices started to escalate. During the process we found that most professional studios and broadcast facilities were in fact not using foam at all, but using a higher density 6lb fiberglass. When higher density acoustic materials are employed, the sound absorption is both greater and more even throughout the audio bandwidth. The challenge turned out to be the high labor costs associated with covering the panels, managing the infinite range of colors available and being able to ship products to customers in a timely fashion. So instead of trying to be all things to all people, we simplified the process by limiting the colors to the three most popular and limited the panel sizes to eliminate the custom aspect. This allowed us to mass produce a significantly better product and offer it to market at the same price as foam. We call it Broadway and it is now available in easy-to-use studio kits. The market reaction has been tremendous!"*

"Broadway kits come complete with all of the panels that are needed to treat a standard project studio. This includes front and side panels to absorb primary reflections; rear Soft Diffusion™ panels to attenuate flutter echo and reduce standing waves; plus corner traps to help control excessive bass, a major concern in small studios. Best of all we have developed a series of easy to use impalers that make mounting simple without the cleanup mess forced upon us when mounting foam with glue."

"Wait! There's more... Because the primary component in fiberglass is made from silicate (sand), our Broadway range eliminates the use of petroleum which, as everyone knows, is one of the most damaging contributors of green-house gas emissions. This has many short and long term benefits: Not only are we reducing harmful emissions during the manufacturing process, urethane foam discolors, deteriorates and crumbles when subjected to natural environmental conditions such as UV and oxidization. So after so many years, the foam needs to be replaced which means that it is dumped and sent to land fills causing more pollution. (Anyone that has ever tried to pull foam panels off a wall after it has been glued into place knows the impossible mess that is left.) Broadway panels are fabric covered and since glass is innate meaning that it will not deteriorate: the panels can be reused, recovered and will keep on working for ever! An occasional vacuuming is all that is needed to maintain the panels, and moving them is simply a matter of lifting them off the impaler and repositioning!"

"Oh... and one more thing... safety. Folks have been made to believe that treated urethane foam is safe. The simple fact of the matter is that urethane foam when embedded with a fire retardant will do just that: slow the ignition point. This however does not make it safe for use in commercial buildings or studios. Don't be fooled! The furniture grade C-117 fire classification is not approved by government for use in construction and installing this product opens the door to legal liability issues! Broadway panels have been tested to meet the approved class-1 certification. This means that you can confidently use them anywhere including classrooms, churches and commercial buildings without the fear of litigation should ever a fire occur."

For more information go to www.primacoustic.com

