

# CCR ASSOCIATES LLC

## Acoustical Solutions for your business



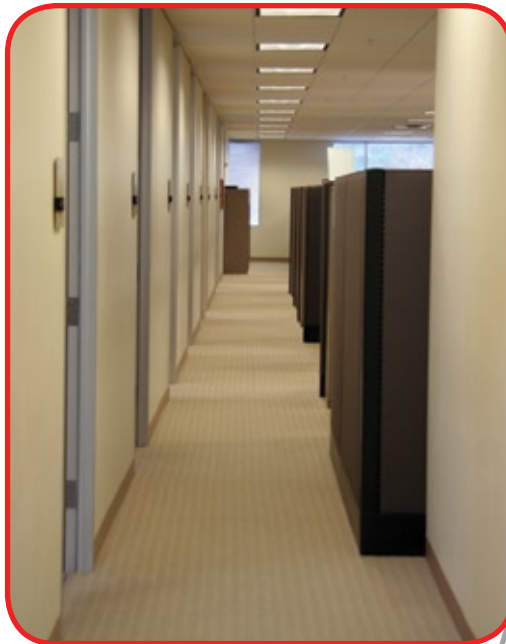
During times of economic stress, it's wise to be resourceful — consolidation of office space is often a proactive choice. However, tightly packed office space can also lead to employee distraction and lower productivity. With more people fit into a smaller space, it's easy to understand why speech privacy often becomes an issue. **CCR ASSOCIATES LLC** provides diverse and individualized acoustical solutions for office environments to ensure the satisfaction, productivity and privacy of office occupants.

CCR was founded by Charles C. Roy in 1996 and is a single-source provider of acoustical solutions for office environments. By participating in the design, engineering and installation process, the firm has a full view of each client's needs. CCR works with a variety of vendors, supplying a host of different acoustical solutions depending on an office's specific situation.

As the number of cubicles in an office expands, so can the amount of sound that travels. Glass windows and walls, hard surface flooring instead of carpeting, and cubicle walls that are not the full height of the room all contribute to the open flow and reverberation of office sounds. Overhearing other people's

conversations, and knowing that one's own conversation can be heard as well, presents a lack of privacy that can lead to significant dissatisfaction in the workplace. Eliminating these issues can lead to improved employee productivity, comfort and satisfaction.

As more new construction projects across the country are following Leadership in Energy and Environmental Design (LEED®) guidelines, another problem arises: many of the clean lines and hard surfaces of products that can earn LEED® credits may cause an increase in reverberation and a reduction in overall speech privacy.



But it doesn't have to be that way. "Green construction is not inherently at odds with acoustical quality," Roy says. "The core mission of the LEED® green building program includes an overall emphasis on healthy and prosperous environments, and acoustics play an important part in both the health and prosperity of an office and its occupants." By including considerations for a positive acoustical environment in the design phase of the project, proper sound quality and privacy can be created.

What are the most important elements to consider when properly balancing the acoustics of an environment? Remember

your ABCs. Simply put, the materials and design must Absorb sound, Block sound transmissions and Cover unwanted acoustical information. When one of these aspects is too strong or too weak, the balance will be off. Since every building is different, unique in its combination of HVAC systems, design and requirements, the ambient background noises will be different and the process to mask those sounds will be different. So an individualized solution is needed for each project.

A proper acoustical design can also be retrofitted into an existing office space. According to Roy, approximately 30 to 40 percent of the firm's business involves retrofitting offices. An on-site visit by CCR can determine which aspect of the ABCs is out of balance so that a solution can be created to resolve the issue.

Like a three-legged stool, office acoustics must be balanced to function properly. Fortunately, there is a solution for every office situation, and including an acoustic specialist on the design team will help ensure the optimal quality of acoustics is achieved in your working environment. CCR is a full-service, single-source provider with the depth and versatility to handle all your acoustical design issues.

— Success Story

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