

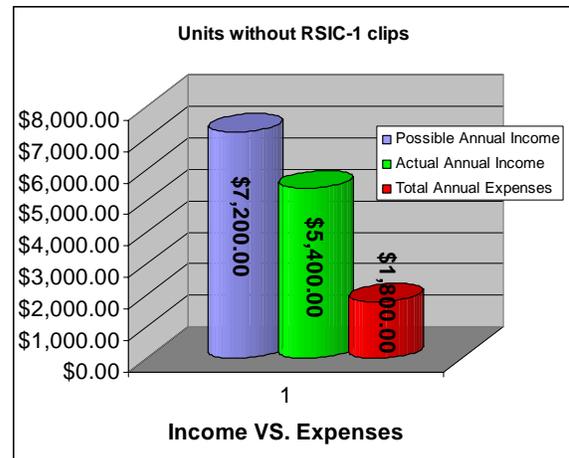
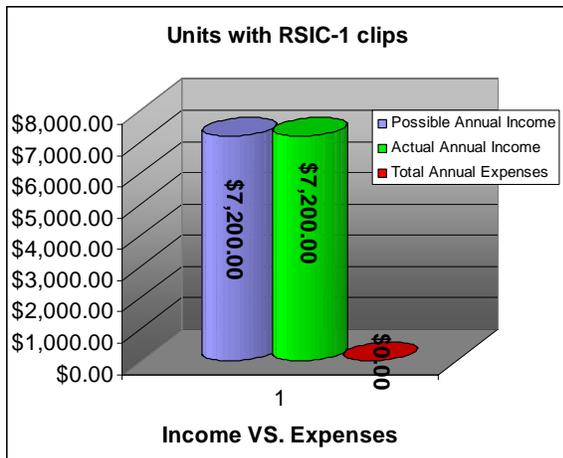
# THE RSIC-1 SOUND ISOLATION CLIP

## APARTMENT DEVELOPERS: Increase your profit with the RSIC-1

What's the most common reason that tenants terminate their apartment leases that developers can control? **NOISE!** Poor noise isolation results in higher costs/less income for apartment development owners. The largest loss of income occurs when tenants terminate their leases. When a tenant leaves your development you lose approximately 3 months of rental income assuming you can re-rent the unit almost immediately. Other costs include time spent by management having to resolve noise related problems and negative word of mouth regarding your development. In a survey conducted by the Institute for Research in Construction, 94% of the people stated that they wanted to move out because of noise-related reasons. The satisfaction level of tenants is directly related to the acoustical performance (STC & IIC) of the development. Increasing the acoustical performance will significantly increase the satisfaction of your tenants and the income you make. PAC International now has a solution to increase noise control and retention with the RSIC-1 (Resilient Sound Isolation Clip) .

The RSIC-1 successfully decouples the wall board from the structure to isolate the noise transmissions. It is different from the older more commonly used noise control products because it completely eliminates the structure borne noise path. This results in your tenants hearing less than half of the sound they would hear without the RSIC-1. The RSIC-1 is easy to install and can be used with all types of construction whether new or retrofit. The superior noise control achieved with the RSIC-1 will increase your retention, decrease possible liabilities for the builder, and make your developments superior to the competitions.

### INCREASE YOUR INCOME WITH THE RSIC-1



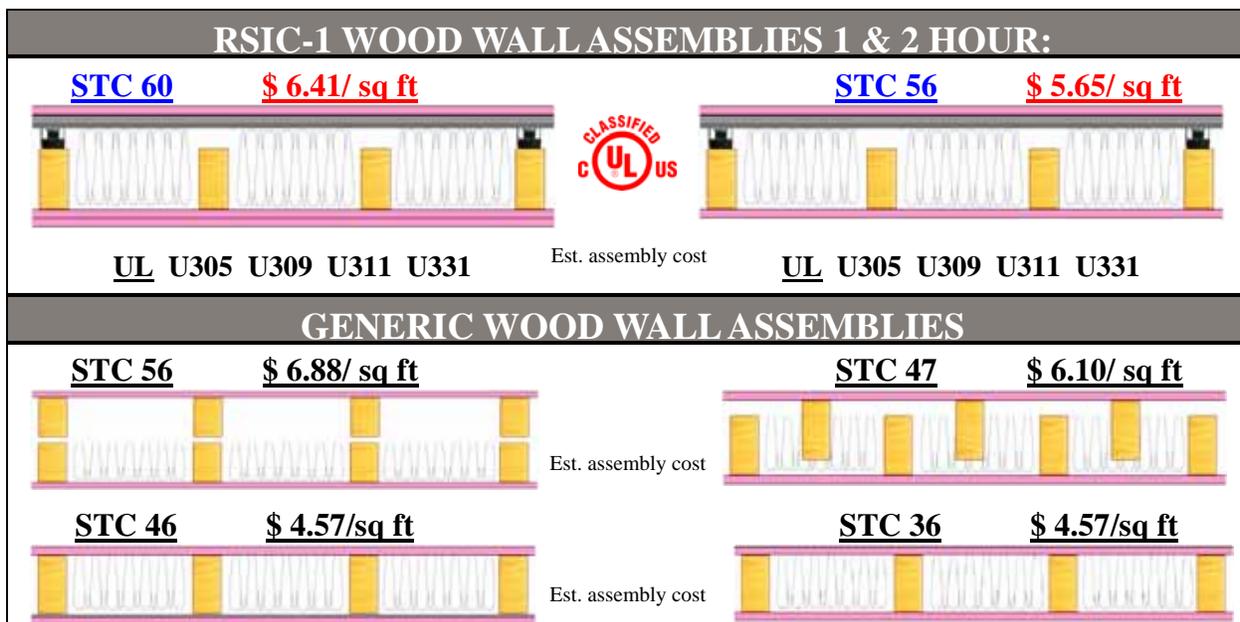
Average unit rent	\$600.00
One month free incentive for new tenants	\$600.00
Expenses when a tenant moves out Carpet, Paint, Labor	\$600.00
Total move-out expenses per unit	\$1800.00

**PAC International, Inc. Tel: (866) 774-2100 Fax: (866) 649-2710 Web Site: [www.pac-intl.com](http://www.pac-intl.com)**

# THE RSIC-1 SOUND ISOLATION CLIP

## Increase your profit with the RSIC-1

To ensure customer satisfaction in regards to noise transmission; a minimum STC of 55 is required. A STC 60 is preferable. A standard single wall construction using resilient channel produces a STC of 46. To increase this builders usually end up using more layers of gypsum board or switch to staggered and double wall system with little increases in the actual STC's. Commonly used noise control products are outdated and hard to install correctly in the field. A minimum standard one hour rated single wall assembly using the RSIC-1 will result in an STC of 56; add one more layer of board for a STC of 60. Money will be saved in labor, materials, and space. The RSIC-1 will give you a significant increase in noise control using the least amount of materials. The RSIC-1 allows you to cost effectively increase noise control, which in turn will increase tenant retention. It's a win-win situation for the owner and the tenants.



When using the RSIC-1 in floor ceiling assemblies, you no longer have to worry about the high noise levels associated with installing solid surfaces (tile or hardwoods) because of the footfall noise. This can also reduce maintenance expense associated with carpet when tenants move out and increase the perceived value of your units. If you're looking to eventually convert your developments into condominiums you will reduce the construction costs while converting the units.

Whether you are looking to build a new apartment development or rehabilitate a current property the RSIC-1 is your lowest cost/highest performing UL listed noise control solution. The superior noise control achieved with the RSIC-1 will increase your retention, decrease noise litigation liability, and make your developments superior to the competitions. Don't wait until it's too late.

**Silence your competition with the RSIC-1 before they silence you.**

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