PLAINTIFF'S EXHIBIT

GP-1108

Paoli, Pennsylvania
September 27, 1966

TO:
All Regional Sales Managers
All Area Sales Managers
All Salesmen

FROM: M. M. Powers - mlm

SUBJECT: SOUND DEADENING BOARD

CC:
Mr. R. I. Fredericks - Paoli
Mr. K. A. McCaskill - Paoli

Re: General Sales Bulletin #64-66

The attached sales bulletin by Chet Abbey describes in detail the new 1/4" GYPSUM SOUND DEADENING BOARD.

This is a new product and provides you an opportunity to exploit its unique features as part of a wall system. It provides you a meaningful wall assembly cost advantage. At this point also, only one other gypsum manufacturer has this material available. Equally as important, this Sound Deadening Board is made from gypsum, and we are in the gypsum business.

What More Do We Need!

GEORGIA-PACIFIC CORPORATION
BESTWALL GYPSUM DIVISION

September 28, 1966

General Sales Bulletin #64-66

TO: ALL REGIONAL SALES MANAGERS
ALL AREA SALES MANAGERS
ALL SALESMEN
DISTRIBUTION DIVISION SALES PERSONNEL

SUBJECT: SOUND DEADENING BOARD

RE: New Product

CC: R. I. Fredericks, Paoli
K. A. McCaskill, Paoli
M. M. Powers, Paoli

BY: C. E. Abbey:jw
C.E.A.

A new product has been added to the Gypsum Board Line, 1/4" Gypsum Sound Deadening Board. The product has gray face and back paper, square edges, a larger glass fiber content than regular 1/4" gypsum wallboard, and is available in one standard size, 4' x 8'. Other lengths will be made on order. The product is shown in revised Price Schedule No. 1 as $2.50 over the price of regular 1/4" gypsum wallboard.

1/4" Gypsum Sound Deadening Board has been sound tested in several assemblies. It has produced very excellent results when used in conjunction with 1/2" and 5/8" thick gypsum wallboard over metal studs 24" on center. Additional sound tests are contemplated to further prove its value. However, it has some immediate applications and your attention is called to the following assemblies.

(1) 1/2" Firestop (or 1/2" regular board) over 1/4" Gypsum Sound Deadening Board on both sides of 2-1/2" metal studs 24" on center with no insulation in the stud space has an STC of 45, a 9 point average of 44.3 dB loss, and 11 point average of 46.9 dB loss.

(2) The same assembly with 2" thick fiber glass friction fit building insulation between the studs developed a 50 STC rating with a 9 point average of 48.7 dB loss and 11 point average of 50.9 dB loss.

(3) Using 5/8" Firestop in lieu of a 1/2" Firestop (5/8" regular in lieu of 1/2" regular) and including the fiber glass insulation in the stud space gave an STC of 54 with a 9 point average of 50.2 dB loss and an 11 point average of 52.1 dB loss.

In all these assemblies the 1/4" thick board was applied vertically with 1" type drywall screws 12" on center in the studs and in the top and bottom track, and no joint treatment. Vertical joints between sheets of the 1/4" board are staggered such that they do not fall on the same stud on both sides of the wall. A face board in all cases was applied vertically such that the joints in the face layer did not fall on the joint in the 1/4" board, with 1-3/8" Type "S" drywall screws 12" on center in top and bottom runners and around the edges, and 24" on center along the center line of each board, and so located so as to be at least 1" away from the screws in the 1/4" board. Joints in the finish layer were finished with paper tape and cement in the standard application, and the screw heads in the field of the board covered.

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We estimate all three of these assemblies would have 1-hour fire resistance. Assembly (1) will be fire tested in the next thirty days.

In a series of tests similar to those on steel studs, but with wood studs 16" on center, the value of the 1/4" Sound Deadening Board was not as great. More tests are being conducted to study this further. With 1/2" Firestop (or 1/2" regular board) over 1/4" Gypsum Sound Deadening Board on both sides of wood studs 16" on center and no insulation in the stud space, the STC was 41 with a 9 point average loss through the partition of 40.8 dB and 11 point average 43.6 dB. The 1/4" Board was applied vertically with the vertical joints staggered insofar as their location over studs were concerned, with 1-1/4" long GWB 54 nails 8" on center and in the top and bottom plate. A 1/2" face board was applied horizontally on both sides with all end joints staggered so as not to fall on the vertical joints in the 1/4" board and the horizontal joints in the face layer on the two sides offset, with 1-5/8" long GWB 54 nails 16" on center and at least 1" away from the nails in the 1/4" board.

1/4" Sound Deadening Board competes with 1/2" combustible fiber sound deadening board, with 7/16" fiber glass noisestop board and with various incombustible sound deadening boards. You can easily determine the competitive advantage you have pricewise in your own area by checking the cost of these materials.

Specifically, National Gypsum promotes as a 1-hour incombustible partition assembly their 5/8" fire rated gypsum wallboard, Fireshield, over their 5/8" incombustible sound deadening board, Deciban I, on both sides of 3-5/8" metal studs with an STC of 54. The cost comparison would be two layers of 1/4" Gypsum Sound Deadening Board plus 2" friction fit fiber glass insulation against two layers of 5/8" Deciban I, and 2-1/2" stud versus 3-5/8" stud. You will quickly see the savings in space and cost in the Bestwall installation. On the other hand, if the customer wants the 3-5/8" stud, all sound testing data indicates that the sound reduction characteristic increases slightly with deeper studs. Thus, Bestwall's assembly of the 5/8" Firestop over the 1/4" Sound Deadening Board applied to both sides of 3-5/8" stud with fiber glass insulation in the stud space would give a 56 to 57 STC on test. Referring to National's literature, other comparisons can be made to Bestwall's advantage, providing the same sound transmission characteristics at less cost.

Owens-Corning promotes a wall system under their so-called "Noise Insulation WS 11" in which they talk about a 5/8" gypsum board over their 7/16" fiber glass noisestop board over 3-5/8" metal studs 24" on center with 2" thick fiber glass friction fit building insulation in the stud space, as having a STC of 52. In this particular instance it is a 1/4" gypsum sound deadening board versus 7/16" fiber glass noisestop board costwise, and again this is in Bestwall's favor. Furthermore, one of the problems applicators in the field comment on using the fiber glass noisestop board is that, due to its resiliency, it is difficult to keep the surface of the finish board in a perfect plane, and also difficult to avoid stripping the thread on the screw since it reaches a point where it is difficult to draw it up.

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The 1/4" Gypsum Sound Deadening Board handles as any other gypsum board in a two layer application.

Literature is in preparation covering the new product, 1/4" Gypsum Sound Deadening Board. The board will be shipped twin mounted, as regular board. A new end bundling tape is being designed. The product has been approved and where it is necessary to ship it from any plant before the new tape is available the plants have been instructed to use a piece of plain tape.

Use this new product to increase your competitive sales where incombustible, fire resistive, good sound reduction quality is required. Remember, all material comes out of the gypsum board plant, rather than one coming from an outside buy and the other from a gypsum plant. At the moment, to our knowledge, the only other gypsum company promoting such a product is Pabco on the West Coast. Thus far they have not promoted it as actively as we plan to.