



Location: Hilton Garden Inn in Napa

Application: Rooms on 2nd & 3rd floors

Product specified: Superfloor carpet underlayment / 14,000 sf

Testimonial from: Garrett Griolui-President of the Renaissance Group (Hilton).

We took over as the new owners of this beautiful 80-room hotel located near the center of downtown Napa. The previous owners had not done any major improvements to this place in quite a while. We cater a lot to families that are traveling to this area and also to business people.

We faced a lot of obstacles taking over this hotel from the previous owners. The hotel had earned a reputation of having clean rooms but our service staff had been getting some negative comments from our guests on how they were being treated before and during their stay.

I was brought in to clean house so to speak. We updated the rooms with internet connection, new beds, and new carpeting.

On average our rooms run about \$181 a night. Everything was starting to come together. I hired and brought in a whole new staff that committed themselves to providing superior customer service to all that came to visit us. We did however, have one other unique situation that I was not able to solve by myself. The hotel was constructed in a time when they didn't worry so much about what sounds you could hear from the other guests in the hotel. My problem was that some of our guests were so annoyed by hearing the people above them, that we were having to refund some of their monies back to them when they were checking out. I won't tell you how much that was costing us but it is fair to assume it was sizable.

I called in Dave Silva from Silmar Flooring, who I had used years ago for some carpeting. He sent Brian Langham to come furnish us with new carpet. We told Brian our concern with the noise from the 3rd floor to the 2nd and the 2nd to the 1st floors. At first he thought that a good carpet pad might help with that, but then he called me back and told me that he was working with a rep. from a company that dealt with underlayments that could help reduce the noise levels. The rep. suggested a product from a company called Sound Seal that was made for going under carpet.

We had Brian do a test floor for us. We picked a unit on the 2nd floor and another unit on the 2nd floor that was 3 rooms away from each other. One room had just carpet and pad & the other had carpet and this Impacta product. We were not very scientific on how we tested it but this is what we did. We had some of the staff go into one room and make snoring noises, cough, and some general noises that our guests might make. We then had them go into the room with the Super Floor under the carpet. The difference between the 2 rooms was mind boggling to say the least. I am sold on this product. Our job is about 14,000 s/f and it is being installed by Brian and Silmar Flooring about the middle of May 2008.

If this works out like we think it will, we will recommend this to the other hotels in the Hilton family as a real solution to a real problem in our industry.

Thanks for helping us in our quest to build our reputation and reach a 4 Star level again.

Sincerely,

Garrett Griolui-President of the Renaissance Group / 415-248-8848