

# CASE STUDY

LOCATION: LINCOLNSHIRE, IL  
PRODUCT: ENVIROQUIET 6.0



As the Principal and Director of predevelopment and preconstruction services at Kinzie Builders for 8 years, Kevin Micheli has been an expert in his field for constructing multi-family apartments. When presented with the project, 444 Social, both he and the Owner had a lot of design challenges with developing this site. The land that 444 Social was built on was a former landfill, and served as the parking lot to a Regal Movie Theatre and a collection of retail shops and restaurants. The entire shopping center complex was not performing well given the current market conditions.

"The Owner of the entire assemblage knew that the one thing that would revitalize the shopping center was to bring roof tops into the mix. The Owner's focus was to implement the 'live, work and play' mentality as the theatre and stores are within walking distance from the apartment complex. The Owner was willing to pump in an additional \$2 million dollars to address the existing soil conditions which included the haul-off of contaminated soils from the former landfill and soil stabilization to support the new structure of the building," said Kevin. Embarking into a new direction of the future, 444 Social would be constructed as a luxury apartment complex that would offer lavish amenities and beautiful open floor plans, thus making it a desired place to call home.

Having extensive experience with EnviroQuiet LVT, Kevin knew 444 Social needed a product that would meet the client's expectations for quality, sound attenuation and cost efficiency all-in-one.

"The original specifications called for a 'knock off' brand of EnviroQuiet vinyl plank. After receipt of the first shipment, the quality of this 'knock off' brand was awful," said Kevin. Kevin further explained, "Both the vinyl tile and rubber backing were not cut square plus the vinyl plank had roller indentations on the finished product."

"Quality control is crucial to all of our projects and both Kinzie Builders and our Flooring Subcontractor refused to install this vinyl plank", said Kevin, "that is when we made the recommendation to the Owner to use EnviroQuiet."

Using two different color SKUs in the apartments, EnviroQuiet not only provided distinct beautiful wood visuals, but the LVT contributed other benefits.

"EnviroQuiet offered us a new strategy to increase the IIC and STC for 444 Social. The luxury vinyl plank is manufactured with an attached acoustical underlayment that provides sound absorption properties you can't get from standard LVT," said Kevin. He also noted, "the installation with EnviroQuiet will not only deliver tenants a quiet environment, but also years of comfort underfoot."

**BENEFITS OF ENVIROQUIET**

- ✓ INCREASED IIC + STC RATINGS
- ✓ COST EFFECTIVE
- ✓ RELIABLE



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