



Sound Seal Appoints Jennifer Chagnon Director of Marketing

Sales and marketing expert to spearhead the continued growth of Sound Seal's acoustical and noise control product lines

AGAWAM, Mass. – January 6, 2015 – Sound Seal, a leading manufacturer of acoustical and noise control products serving the industrial, architectural, commercial and construction industries, announced today that it has hired Jennifer Chagnon to serve as Director of Marketing. In her new role at Sound Seal, Chagnon will drive the marketing communications and promotional activities for Sound Seal's acoustical and noise control product lines – Impacta Acoustical Floor Underlayments, Industrial Noise Control Products, Sound Quality Architectural Acoustical Products, and WoodTrends Acoustical Wall and Ceiling Panels.

Recognized for her proven, results-driven approach, Chagnon has over 15 years of experience in global product management, new product development and field sales and marketing at both the commercial and retail levels. Previously, Chagnon served as Director of Marketing at Coveris Advanced Coatings where she played a pivotal part in growing the company's various product lines. Chagnon led the company's re-branding efforts and acted as a key field sales contributor for new business, large volume and ongoing customer maintenance opportunities. Chagnon also held positions at Ominoglow Corporation and served as a frequent author and speaker at industry events.

"Jennifer's marketing expertise, combined with her track record for building brand presence, make her a great addition to the Sound Seal team during this exciting time in our company's history," said Joe Lupone, CEO of Sound Seal. "We are extremely pleased to welcome Jennifer and we are confident that her efforts will lead to the continued growth and enhancement of our acoustical and noise control product offerings."

For more information on Sound Seal's products or to speak with a Sound Seal sales representative, [click here](#).

About Sound Seal

Since 1978, Sound Seal has been a leading manufacturer of acoustical noise control products offering the widest product selection in the soundproofing industry with innovative solutions and outstanding customer service. Sound Seal consists of three product divisions: the Industrial Division that addresses in-plant noise control and environmental noise control; the Architectural Division that handles interiors and finishes, including an award winning line of WoodTrends products; and the Impacta Flooring Division that offers floor underlayments. For more information, please visit <http://www.soundseal.com> or call 413-789-1770.

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