



October 4, 2011

Middletown Toyota
Middletown, CT

When Toyota Motor Company turned to Gensler Architects of San Francisco to help them come up with a master design for the remodel of all their Toyota dealership buildings, Gensler turned to Sound Seal. Included in Gensler's design is a wood ceiling in the Customer/ Retail Lounge area of the buildings. Designed to help create a warm, inviting space in which customers can spend time while contemplating the purchase of a new vehicle, WoodTrends Standard for Ceilings was chosen for its beauty, availability, and ease of installation.

Working closely with the architect, Sound Seal was able to provide two beautiful veneer choices for the ceiling: a plain-sliced Sycamore veneer with a clear UV-Polyacrylate lacquer which offers a light natural color, while the custom stained Alpi Beech offers a warm, darker honey color. In keeping with its base philosophy of providing only the best in customer service, Sound Seal has the panels in stock and readily available.

Christine Damiani of Middletown Toyota commented on the new look of their Customer/Retail Lounge at the Middletown Dealership.

"We are very happy with our choice of Woodtrends Standard Wood Ceilings. Here at Middletown Toyota in CT, we like to have a comfortable and relaxing atmosphere for our customers and believe the wood we chose from Sound Seal helps us to achieve the look and feel we had in mind."



Whether it's in-stock, readily available panels or a complete engineered-to-order system, WoodTrends by Sound Seal offers the products to make your building beautiful. To see the complete line of WoodTrends products, as well as all the products manufactured and offered by Sound Seal, go to www.soundseal.com and www.woodtrends.com.