



SOUND QUALITY®
BY SOUND SEAL

CASE STUDY NO. 5

PRIVATE INVESTING: A SOUND SOLUTION FOR LEE BANK FROM SOUND SEAL



Lee Bank | Pittsfield, Massachusetts

Since opening its doors in 1852, Lee Bank has made and built, long-lasting customer relationships. A secret to this success? Personal attention. Pairing online and mobile technology with face-to-face appointments held in their conference room, the financial institution maintains its reputation as the “Premier Relationship Bank”.

During customer consultations, bank employees advise on home purchase, business ventures investments and other, confidential matters. With so much personal information being shared, Lee Bank needed a way to ensure that these private conversations remained just that—private.

The primary meeting space at the bank is a glass room, flanked on two sides by walls of windows and on two others, common areas including teller stations and a lunchroom.

With high ceilings and hard surfaces including the conference table, floors and windowpanes, voices tended to carry traveling well beyond the intended recipient of the sensitive information being shared. What’s more, the set-up rendered the conference room television nearly unusable due to the fact that occupants of the room were unable to hear participants on video conference calls and vice versa. Recognizing the need for a solution, bank management searched for an acoustic noise control product that would make “cents” for their space.

Originally considering ceiling baffles, the decision was made to instead to pursue fabric-wrapped panels. This solution would leave the wood-covered ceiling unaffected thus maintaining the charm of the room. The product suggested by Sound Seal representative, Vibrasciences, and ultimately selected, was



Sound Seal's Sound Quality® S-2000 Acoustical Wall Panels, in colors of the customer's choosing, to complement the space in some areas, and blend in, in others. A custom-fabricated triangular panel was created to take center-stage in the peak of the ceiling, adding a bit of architectural charm to the space and framing an art piece featuring the bank's logo. Its beveled edge helped to give the showstopper a polished and finished look.

The unseen benefit of the panels, of course, are acoustical. Constructed of a rigid fiberglass core, the S-2000 panels provide an NRC upwards of 1.15, dampening the private conversations in the space and alleviating privacy concerns.

With the solution from Sound Seal in place, Lee Bank can fulfill its mission of maintaining face-to-face customer interactions for their financial health and well-being.



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