All across America, new buildings are being constructed to accommodate the greatest business expansion in years. Banks, computer companies, telecommunications companies and insurance companies, to name just a few, are expanding not just in cities, but in industrial parks and in suburbs.

One company that has been in the forefront of new construction is Shelco Inc. of North Carolina. Shelco recently constructed more than 2 million square feet of space for First Union National Bank and 400,000 feet of space for Nation’s Bank. The man in charge of it all is Darrel Shipman, a highly regarded and seasoned construction manager.

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Shipman noted that “many companies are constructing open-area office plan concepts for their employees. These open-area plan concepts have significantly reduced construction costs, but without a means of controlling workplace noise, productivity, efficiency and morale plummet.”

Shipman could not be more correct. In fact, according to industry surveys, 73 percent of all workers claim that distracting noises are the major causes of reduced productivity.

“To make those open-office areas into productive work environments, we have been working with a proven and cost-effective technology that dramatically alters the workplace. The technology is Lencore Acoustics’ sound masking system. Sound masking guarantees privacy increases worker morale and helps to create a work environment that is conducive to increased productivity and profitability while reducing building costs.”

One company that has used sound masking to its full advantage is Knight-Ridder Information, Inc. It had moved its employees out of enclosed offices and placed them in an open work environment. Knight-Ridder’s Paul De
Groot explained, “The new atmosphere increased productivity and simultaneously cut our space requirement by a third . . . . Our success story could not have been written without the use of sound masking. Sound masking was, by far, the most important aspect of the successful implementation of our projects.

“Our open-space office plan works. It breaks down barriers and opens the lines of communication for greater efficiency and productivity, Already achieving these increases,”

“These open-area plan concepts have significantly reduced construction costs, but without a means of controlling workplace noise, productivity, efficiency and morale plummet.”

Jack Leonard, president of Lencore Acoustics Corp., Merrick, N.Y., stated that “studies have confirmed and acoustical engineers have agreed. Uncontrolled and distracting noises are the primary causes of reduced productivity and low worker morale.

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Sound Masking, continued from page 71

“Sound masking is, undoubtedly, a highly effective remedy for controlling intrusive sounds. It not only dramatically increases productivity and worker morale, but it maintains essential privacy so that proprietary information remains valuable and private.

“Sound masking introduces non-intrusive ambient background sound into the work environment while rendering speech unintelligible,” explained Leonard. “Workers find that they can accommodate paging and music; it provides a digitally generated, non-directional unobtrusive sound spectrum, creating a workplace environment for increased concentration, efficiency and productivity.

About the Author
Lencore Acoustics Corp. is located in Merrick, N.Y., and operates a manufacturing facility in Norfolk, N.Y.

According to industry surveys, 73 percent of all workers claim that distracting noises are the major causes of reduced productivity.

Concentrate easily, work efficiently and feel confident that privacy is maintained.”

Obviously, sound masking is a marketable product for construction companies and provides major benefits for tenants. Lencore’s sound masking is a unique masking system that can