

## Confusion in the Acoustic Marketplace?

Prescription for success in selecting your acoustic solution

- Use proven products and/or solutions.
- Longevity of product indicates that it has a proven success rate. Look-alikes and clones may not have been subject to the same level of testing and will not have the same track record. Testing can be costly and some companies may not wish to incur these costs, gambling on similarities to proven well-established products and a lower price securing them the business. The holding of a patent for the product or seeing a registered trademark on the product can act as a good indicator.
- Longevity of a supply company indicates that they are likely to have a proven track record.
- Ensure that a supply company has appropriately qualified technical personnel e.g. members of the Institute of Acoustics. New companies on the block are not precluded from this and may meet these criteria, but you should check this out, as graduate level qualification alongside practical experience and the support of appropriate IOA member referees are required for consideration for full IOA membership.
- When looking at companies claims for products/systems, ensure that you compare “apples” with “apples” e.g.  $D_{nT_w}$  with  $D_{nT_w}$  (site recorded data under real conditions) and not  $R_w$  (laboratory recorded data under perfect conditions).  $R_w$  figures will look significantly better than the  $D_{nT_w}$  figures measured on site.
- If in doubt, ask for an acoustic condition survey to be carried out. Knowing the starting point makes recommendation of the appropriate solution simpler, with much greater guarantees of success.
- In the current age of increased sustainability and protection of the environment, a traceable audit trail is important. Ensure that your supplier can provide this for their product range.
- If still in doubt, simply ask!!! Reputable companies will certainly be willing to provide you with relevant information regarding the company, their personnel, as well as copies of laboratory and site test data.

Following this prescription should ensure that most of the pitfalls are avoided.

For further information on Sound Reduction Systems Ltd, its technical team, its testing policy, and its products please contact SRS on T: 01204 380074, F: 01204 380957 or at [info@soundreduction.co.uk](mailto:info@soundreduction.co.uk).