



SERIOUS Benefits

- Increased guest satisfaction
- Increased guest loyalty & referrals
- Reduced materials & labor costs
- Faster building times
- Saves space; making buildings smaller & rooms bigger
- Reduced HVAC costs

GET SERIOUS

About Green Hotel Construction

Serious Materials helps you to not only build and renovate to **save hundreds of thousands of dollars**, maximize your architectural freedom, and **reduce your carbon footprint**, but also to strengthen your environmentally-focused brand in a way your guests can immediately experience and appreciate.





Tropicana Hotel and Casino

Las Vegas' Tropicana needed solar heat controlled glass to protect human life in a three-sided glass elevator. Resulting interior coolness of the elevator led the Tropicana to install additional glass overhead and in the Tropicana II Ballroom.

In this economy, great deals and travel options abound. Hotel guests must have a quiet, comfortable experience - or they won't be back. **Savvy green consumers are also learning to speak with their wallets and seek eco-friendly and conscious places to stay and travel.**

The competitive advantage that comes from long-term energy conservation and sustainability for the hotel industry can't be denied. Up to 40% of HVAC costs are lost through inefficient windows and glass. The carbon footprint, expense, and litigation risk of failed quiet walls (90% failure rate using traditional resilient channels) can be massive.



Serious Materials makes advanced green building products that improve guest and employee comfort, save money, save energy, and aggressively address climate change.

SeriousWindows™

SeriousGlass™

We offer the highest performing commercial glass and windows that allow you to maximize the use of natural daylight, and reduce energy usage and lighting costs – all while providing optimal guest comfort. Our line of QuietGlass also delivers the most noise reducing windows and sound control glass packages, up to STC 43.

SeriousWindows and SeriousGlass help hotels to:

- Eliminate cold air chill in winter and excess solar radiation in the summer with N-S-E-W tuning
- Reduce expensive HVAC equipment costs
- Create 99.5% UV protection for both people and assets like furniture, artwork and rugs
- Reduce liability and outside noise with higher sound transmission class (STC)
- Reduce condensation for maximum visibility and increased longevity in high-humidity environments
- Gain valuable LEED credits (potential of up to 19 points)



The Venetian

The Guggenheim Hermitage Museum ran for 7 years in Las Vegas' Venetian hotel. SeriousGlass minimized inbound solar heat and maximized both UV blockage and clear daylight, decreasing air conditioning costs.



QuietRock®

HIGHER PERFORMANCE, HIGHER RELIABILITY,
LOWER COST SOUNDPROOFING SOLUTIONS.

A disturbed or interrupted night of sleep, meeting, or spa treatment caused by a loud room quickly becomes an empty one. Our QuietRock® soundproof drywall and solutions, used in over 35,000 projects, provide the most reliable and lowest total cost means of achieving noise reduction in hotel and resort construction.



Quiet® brand products help hotels to:

- Reduce outside noise with higher sound transmission class (STC)
- Build faster with less labor and less materials
- Reduce litigation potential
- Ensure UL Compliance
- Gain valuable room space otherwise compromised with alternative soundproofing wall solutions
- Can contribute up to 6 LEED Certification points

EcoRock®

5X MORE ENVIRONMENTALLY FRIENDLY THAN GYPSUM.
AFTER 100 YEARS, YOU FINALLY HAVE A CHOICE.

EcoRock is the first premium drywall designed for sustainable buildings. EcoRock contains 80% recycled content, requires 80% less energy to produce, and emits 97% less CO2 per manufacturing plant, dramatically reducing its carbon footprint.

Superior performance & unique green characteristics

- Meets 100 % of ASTM C1396 physical drywall properties
- Used just like gypsum drywall
- Cleaner score & snap and less dust
- 50% more mold resistant face (fiberglass) and core
- Termite resistant face and core
- Impact resistant
- Sag resistant for ceiling applications
- Tile backer board qualified (also good for bathroom tile installations)
- Generates no mercury in production
- Can contribute up to 8 LEED credits



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The Tundra Lodge Resort & Waterpark
Using QuietRock and QuietSeal, the Tundra Lodge in Green Bay re-modeled 161 suites that had been constructed using resilient channel that failed within the first year. The QuietRock retrofit has significantly increased guest retention and loyalty.



Joie de Vivre's Citizen Hotel With QuietRock products, the hotel opened in the fall of 2008. Sacramento's historic Cal Western Life Building became the newly remodeled Citizen Hotel, delivering restful hotel rooms, while maximizing usable space.

Serious Materials Helps You Meet Industry Standards that Matter

Savvy guests want to know your hotel is certified green and eco-friendly. Serious Materials can help you achieve LEED credits and certifications that matter.

				LEGEND
SeriousWindows™	   	   		 DAYLIGHT  ENERGY SAVING  VENTILATION/THERMAL COMFORT  NOISE REDUCING  RECYCLED & RECYCLEABLE MATERIALS  LOW VOC  LOW EMBODIED ENERGY
SeriousGlass™	   	   		
QuietRock®				
EcoRock®	  	 		



"The next time [President] Obama thinks about visiting a company that epitomizes what he thinks the green economy should look like, may we humbly suggest Serious Materials of Sunnyvale."

SF Chronicle,
Jan. 21, 2009

More Information on Serious Materials

Serious Materials is dedicated to creating building products that save energy and save money, while enhancing the comfort, health, and beauty of homes and commercial buildings. Not only are our products extremely energy efficient, they often require less energy to manufacture.

The company was voted #1 at Cleantech Forum, Global Gypsum Product of the Year 2008, won the first Aspen Institute award for innovation in Energy Conservation, and was awarded Green Product of the Year 2008 by Popular Science. It has also been recognized by TIME/CNN, Fortune, Business Week, and NY Times as one of the top green technology companies.

Our customers get the best of all worlds — style, comfort, performance, cost savings, and the good feeling that comes from helping our economy and the environment.

