

case studies

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ASDA Supermarket

ASDA's recently completed flagship store in Basildon is extremely impressive, not least because of its scale! The new store's vast area, combined with highly reflective hard surfaces could make for an acoustic nightmare; however, using i-ceilings Sound Panels throughout the store for in-store marketing and PA announcement, has resulted in incredibly intelligible, high quality sound reproduction.

As the ASDA store features Armstrong metal plank ceiling tiles (as opposed to standard 600 x 600 mineral fibre tiles), the requirements of the system were accommodated in providing i-ceilings metal plank solution.



Asda Supermarket

Business:
Retail

Product:
i-ceilings bespoke Metal Plank Sound Panels

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