

Guests Sleep Better in Hebel Hotel

Case Study

Challenge

Monroe Hospitality Services, Inc., a Georgia based builder of Comfort Suites, Comfort Inn, Ramada and Days Inn brand hotels, was seeking a building product for a hotel on a slim lot adjacent to an interstate.

Solution

As the developer, builder and owner of this Comfort Suites, Monroe chose Hebel Autoclaved Aerated Concrete (AAC) panels and blocks for the project's roofs, floors, interior and exterior walls.

Results

Fred Kapadia, Chief Executive Officer - Monroe Hospitality Services, Inc., explains his Hebel choice, "When we compared Hebel AAC to other options, the energy efficiency, insurance savings for safety, fire and windresistance, noise barrier, and tight lot all contributed to our decision. Our architect also highly recommended Hebel AAC and understood its plus points."

Comparable costs, sizeable savings

When making the decision to use Hebel, Kapadia knew the return on his investment could be counted on for years to come. "Pricing wasn't apple to apple compared to traditional products, but close", he states.

"Hebel was worth it. Compared to similar properties, we are saving 12 percent on our energy bills because of superior thermal resistance and energy efficiency, plus another seven percent savings on our insurance liability package." Hebel AAC holds the industry's highest fire rating of four hours per four inch UL rated, and can withstand winds up to 150 mph to help protect guests, employees and property in tornado prone areas.



Solving acoustical challenges

Hebel addressed another critical factor for Monroe Hospitality Services: noise. Its organic make up effectively insulates and absorbs much more sound than conventional material. "We haven't experienced any complaints about the busy interstate or off-ramp, and we would have if we'd used a traditional product," he points out. "With Hebel our guests enjoy a restful night's sleep."

At a Glance

Project	Comfort Suites Hotel
Location	Forsyth, Georgia
Scope	■ \$2.6 million budget ■ 38,000 sq. ft. ■ 4 stories ■ 53 guest rooms
Opened	May 2008
Hebel AAC	29,915 sq. ft.
Exterior Finish	Stucco

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 **hebel**[®]



Proven record as the high performer

When finished with approved traditional coatings or finishing materials, the low permeability of AAC resists vapor transfer; 1/8" continuous mortar joints eliminate water infiltration, and no void space reduces mold. This translates to superior performance, long term savings and significantly lower cost of ownership. "We know that AAC will last at least thirty years longer than wood, saving us, as property owners, even more in maintenance and replacement costs on a long term basis" Kapadia emphasizes.

Total satisfaction

"I'd tell anyone considering Hebel that you won't regret going with it during the project or after," Kapadia states. "We're 100 percent satisfied. We'll use Hebel again when we need a sound barrier, choose a hotel site in a tornado zone, purchase a small lot, have a similar budget, or we want to hold onto the property for investment purposes. We even tout Hebel in our hotel's promotional material as a product of the future."

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