

CASE STUDY: CRITICALSTART

The Project

Founded in 2012 by former RSA security executive Rob Davis, Critical Start has expertise to understand the importance of addressing security challenges to protect one's brand and business.

Critical Start aims to protect their customer's brand and reduce their business risk. To do this, they follow three main principles – do what's right for the customers; good enough isn't; and do what's right for the employees. They know that in order to demonstrate their purpose, Critical Start needs to start from their own business. Securing their clients starts from their own business and it can't be underdone.

The Situation

The challenge for most organizations these days is that modern office spaces are designed to look great, but often leave out other important factors like acoustics. Many offices today are characterized by the extensive use of drop-ceilings, steel, glass, and other high-end non-absorbent materials.

A room of echoing noise is counterproductive, distracting employees that lead to error or unnecessary longer hours spent on tasks. Sound can also freely travel from gaps between glass doors, room partitions and drop ceiling tiles. Confidential conversations can get overheard from the other room or across the office floor.

Distraction, increased errors, and wasted working hours affect employees, their outputs, and ultimately, the products and services provided to clients. Putting confidential information and conversations at risk also go against Critical Start's principle of providing security to clients.

The MPS Acoustics Solution

In partnership with Total Office Solutions, MPS™ helped resolve Critical Start's noise and confidentiality issues in their workspace with EcoPrivacy Acoustic® panels.

The NRC-rated acoustic panels help absorb sound in a workspace, preventing conversations from leaking outside the room and blocking too much echo. EcoPrivacy Acoustic® panels provide acoustic and visual privacy between individuals and teams.

The panel's flexibility and dynamic colors and designs make them a functional art for any space conference room, one-on-one meeting rooms, individual workstations, etc.

Critical Start chose Coligo flat panels, Addo hanging panels and custom cut acoustic panels for several office spaces in their building. The panels went well with the current design of the rooms. The custom cut panels also add a more personal touch to specific offices.

The Result

EcoPrivacy Acoustic® panels blended with Critical Start's existing office design, adding to its beauty while dampening noise issues and securing confidentiality in the business.

"[People at Critical Start] love them," Total Office Solutions representative Kim Tourangeau shared. "MPS™ was able to add more beauty and privacy to Critical Start's workspace. I'm sure everyone is excited to experience the difference this project brings."

