

fräsch!

Acoustical Design



Beautiful. Functional. High Performing. Playful and Colorful.

We are acoustical aesthetics.

FORM AND FUNCTION

PET acoustic interior finishings add color and style to any space while absorbing extra noise. We provide design solutions for ceilings, walls, lighting and space dividers.

SUSTAINABLE

PET products are manufactured using recycled plastic bottles, eco-friendly dyes and no added adhesive, resulting in a Green Tag certified product.

LOCAL

Designed and manufactured in the USA.



ACOUSTIC ELEMENTS

CEILING



WALLS



LIGHTING



DIVIDERS



Ceiling applications

BAFL

A classic sound-dampening ceiling application available with or without lighting



Tri BAFL

A simple twist on a timeless classic ceiling baffle.





WAFL BAFL

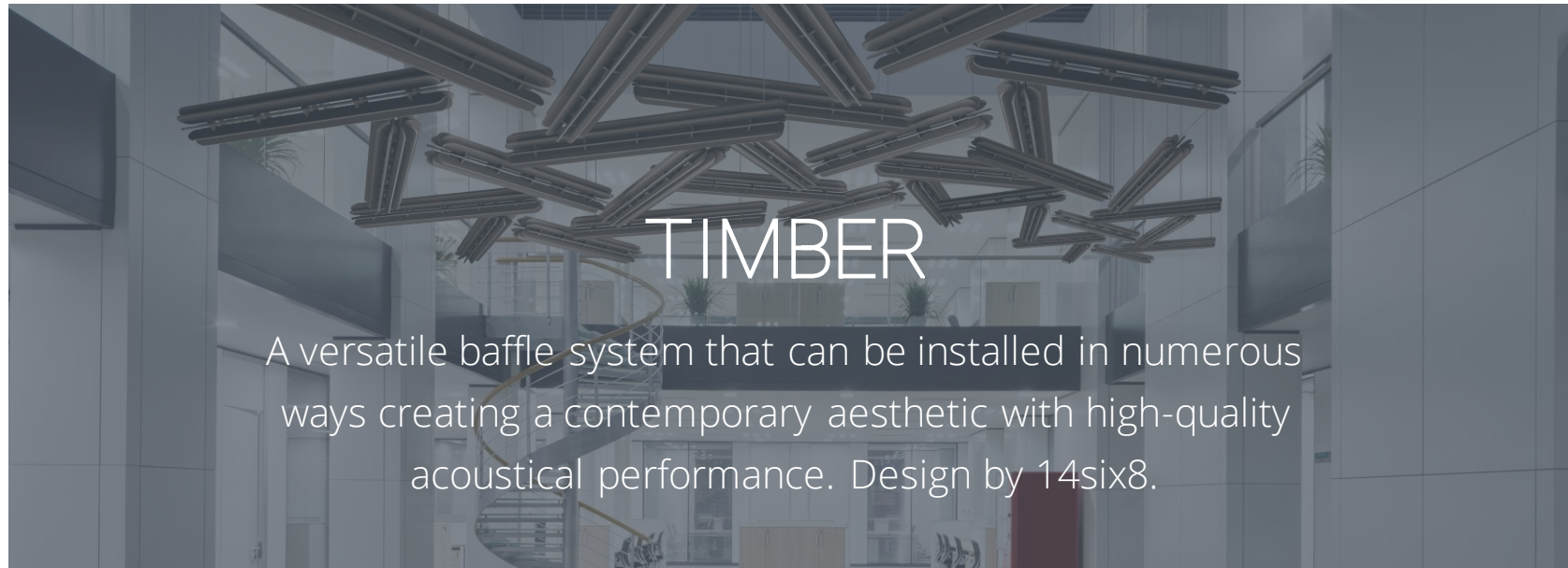
Angled geometry creates a unique look with optimal sound absorption





SKINNY BAFL

Applying designs, aesthetics and natural beauty to clothing and its accessories.



CLOUD



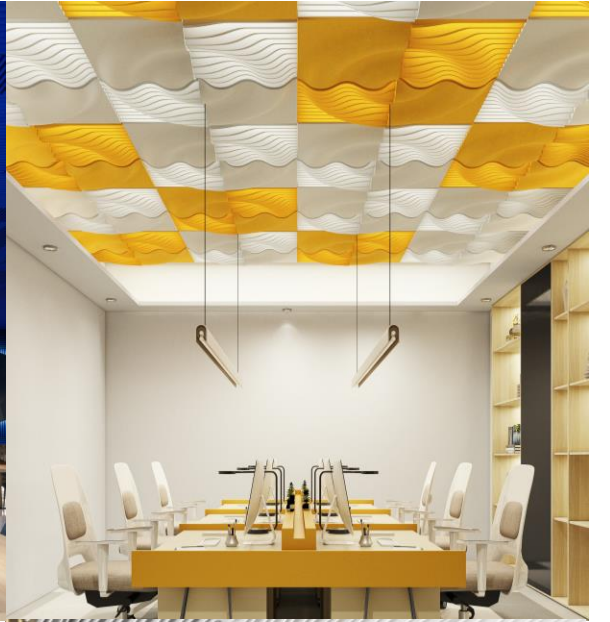
Create a layered look with any unique shape and optimal sound performance.

CLOUD



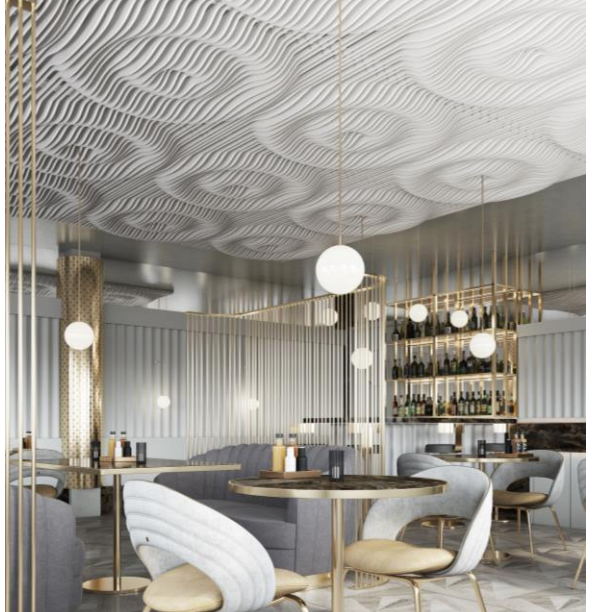
CLOUD
LIT





2X2 Ceiling Solutions

Ceiling solutions that snap into a T-Grid with first-to-market hardware for easy installation. If a dropped ceiling is a must, it can still be beautiful.





HARMONY

Bring intimacy and acoustic comfort to the forefront of any environment, whether over work desks, boardroom tables or suspended as artistic volumes in large open space areas and reception areas.

DEW



Create an architectural statement with the unique, interlocking cloud system, DEW. The infinite assembly configurations make each cloud system unique with high-performing acoustic capabilities.

TORI



Add volume and dimension to any space with high-performing acoustical suspension solutions.



NEST



RIPL



BOX
BAFL



LINYFELT

Clean lines for ceilings that can be carried down to walls in variable heights and configurations.

KEY FEATURES

Installation

The capability to clip into an existing T-Grid makes it perfect for a retrofit. Also screws easily into any Unistrut. Each piece slips right into the proprietary spike bracket – either assemble first (Unistrut) or install then slip the pieces in.

Customization

LINYFELT comes with numerous options for customization. Heights are variable and lengths can be field-modified. LINYFELT comes in 9 mm PET available in 34 different colors.

Ceilings and Walls

Our proprietary spike bracket allows for LINYFELT to be easily installed on both ceilings and walls. Modular design allows for seamless connectivity for expansive installations and to connect the design from the ceiling to carry down the wall.

Acoustics

Exceptional acoustical performance.

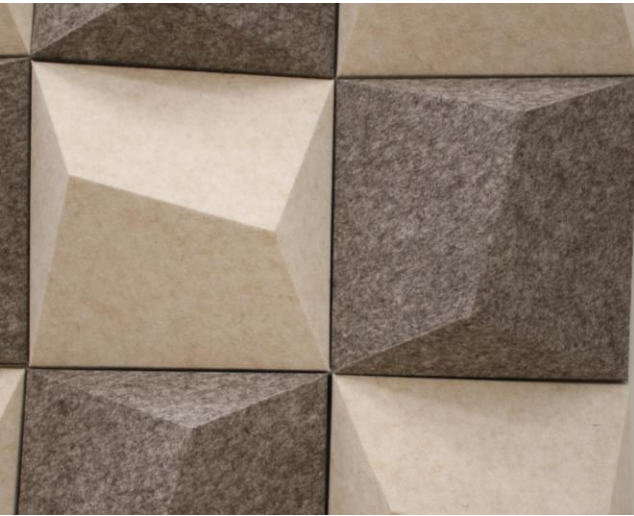


Wall applications



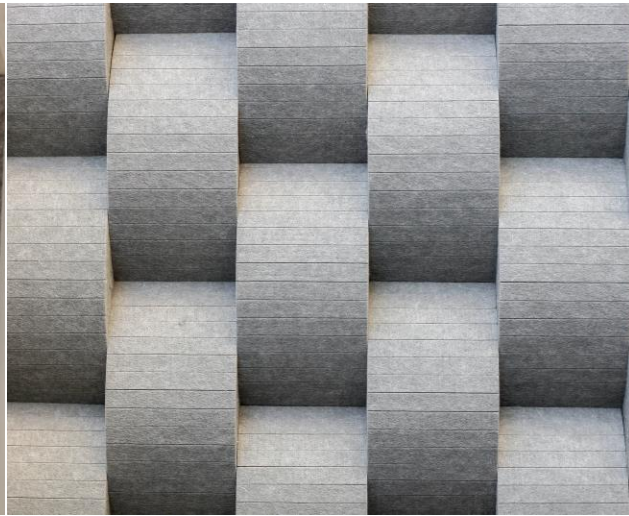
CUBISM

3d wall tiles with a hollow cavity for added sound absorbing qualities



CLIF

Creating a bold aesthetic.



PILO

Soft curves create a sense of tranquility.



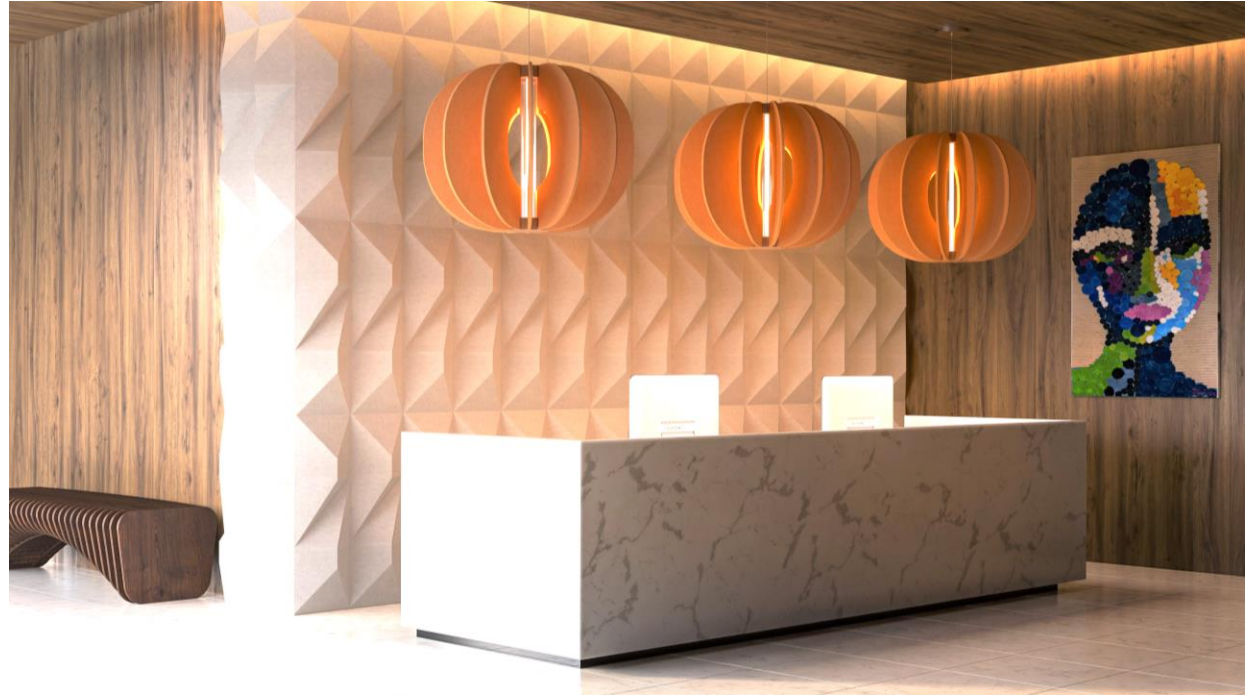
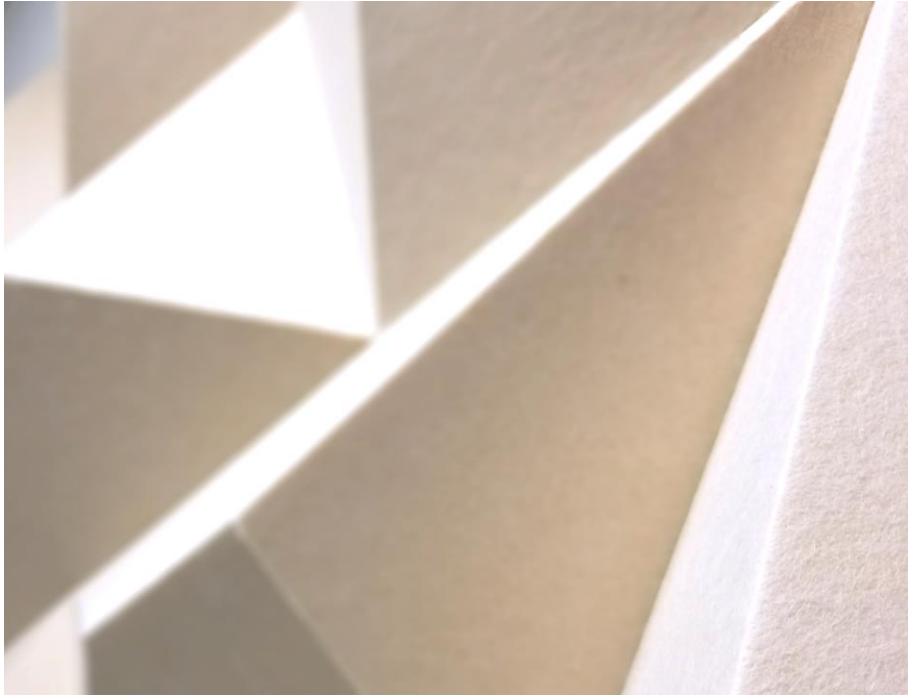
POLY

Create angles for days.



Portfolio

Suitable for all categories
business and personal
presentation



POLY

Create angles for days with CUBISM POLY. 3-dimensional geometry lends itself to a pleasing aesthetic and the hollow cavity provides optimal sound absorption.



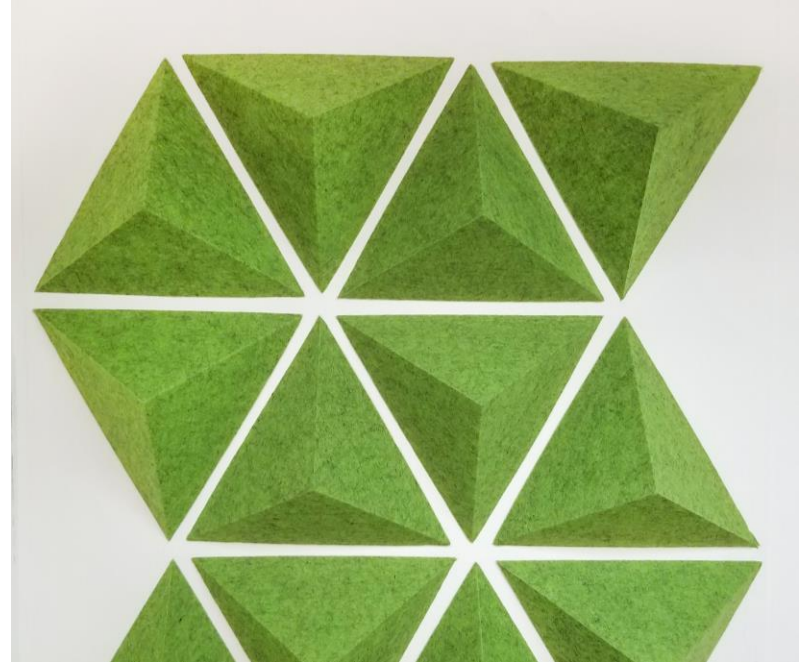
CUBISM CLIF

Create a bold, 3-dimensional design with excellent sound absorbing quality.

PILO

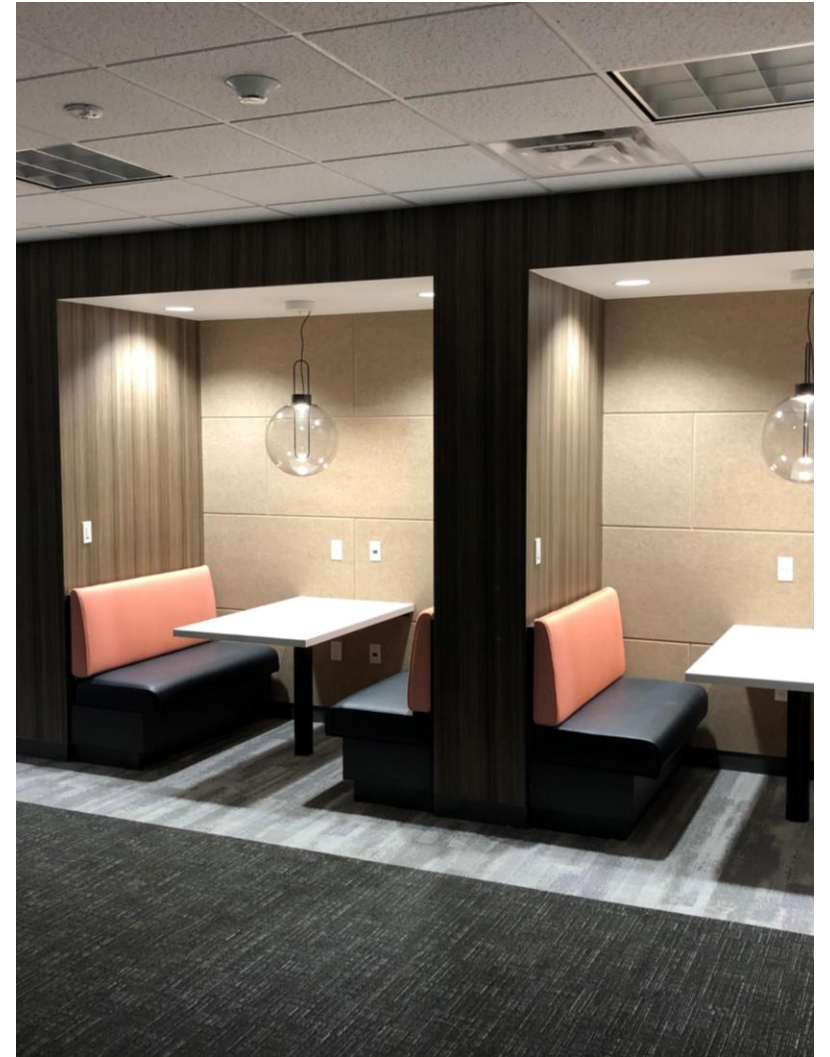
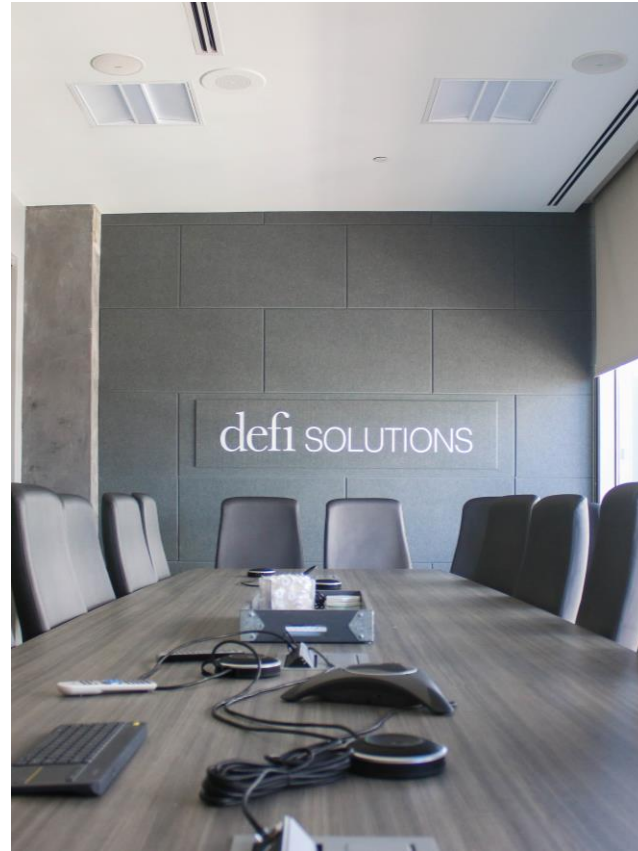
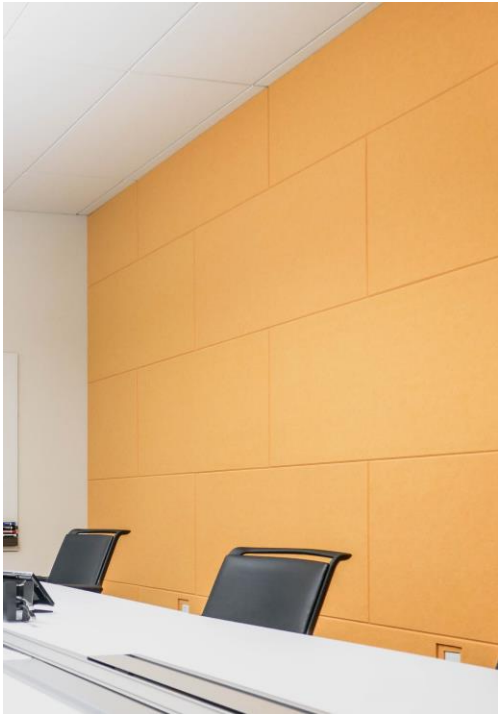
PILO creates soft curves for a tranquil aesthetic while the hollow cavity provides an added layer of sound absorption.





PYRA

Angles and shadows play together with PYRA while the hollow cavity geometry increases sound absorption for an aesthetic where function meets form.



BRIK Add a beautiful accent wall to help dampen sounds from a bustling office for offices and meeting spaces.

BRIK 2.0

Function meets flair with our unique and artistic wall tiles.



PLANK

Slim tiles create a shiplap aesthetic.



WEAVE

Interlocking design provides a staggered aesthetic with a lovely detail.



HEX



Each individual HEX panel aligns tightly to the next to create the overall shape. Acoustic panels are available in a variety of colors to create depth and add aesthetically pleasing pops of color.

TRIANGLE, DIAMOND, FLAT HEX

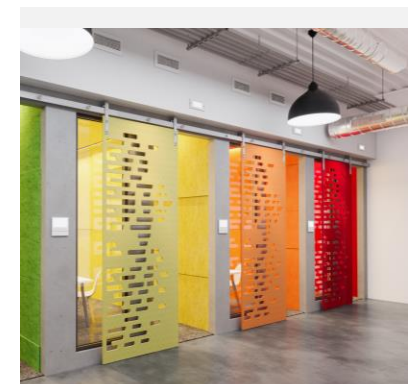
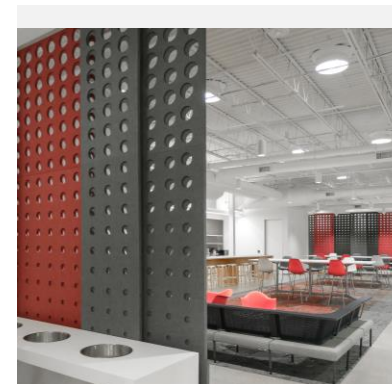
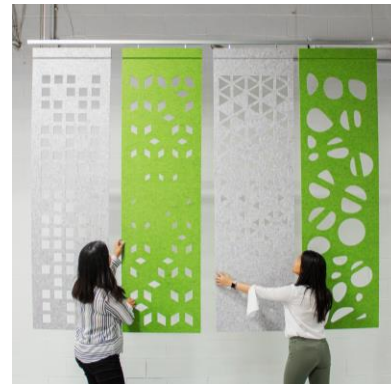


Each individual shape can be configured to create a unique design. Acoustic panels are available in a variety of colors to create depth and add aesthetically pleasing pops of color.

Space division

PANL

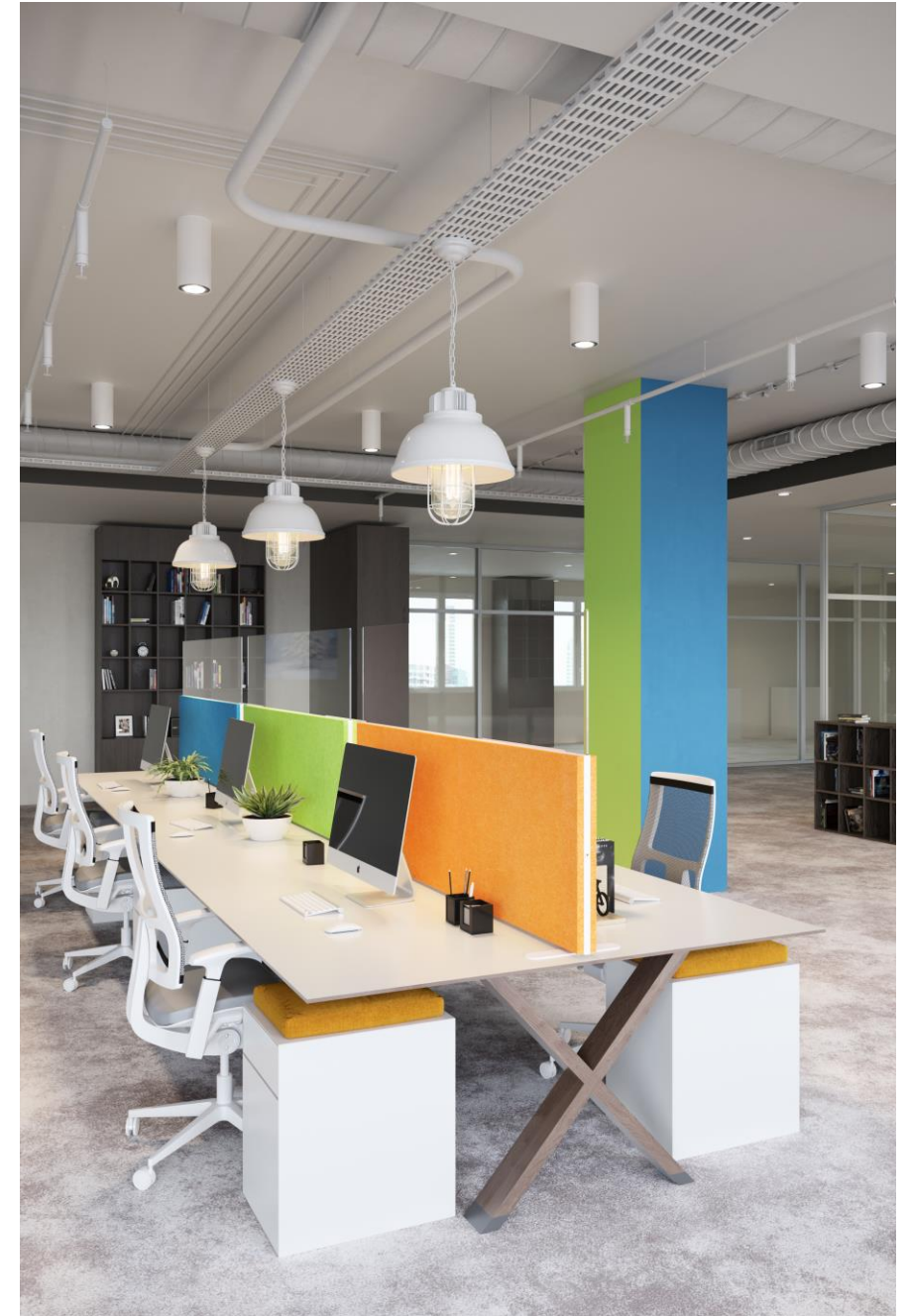
Create separation in any space with the quiet beauty of acoustical panels.



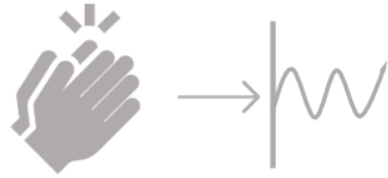


SöFWAL

Söfwal provides a more versatile solution for spaces that need separation. Available on casters for easy-to-move acoustical dividers.



SOUND ABSORPTION



All SÖFWAL dividers take advantage of PET felt by using a two-layer design. PET felt is a high-performing sound absorbing material. Our design utilizes a hollow internal cavity, providing a near-perfect NRC Rating.

PHYSICAL BARRIER



Maintain an open feel or continue to take advantage of a perforated aesthetic while keeping a physical barrier. Incorporate acrylic into any Söfwal division solution for an added layer of protection.

SOUND BLOCKING



The custom-designed aluminum extrusion allows for interior inserts. For added sound control, a vinyl sound-blocking insert can be used when more privacy is needed.

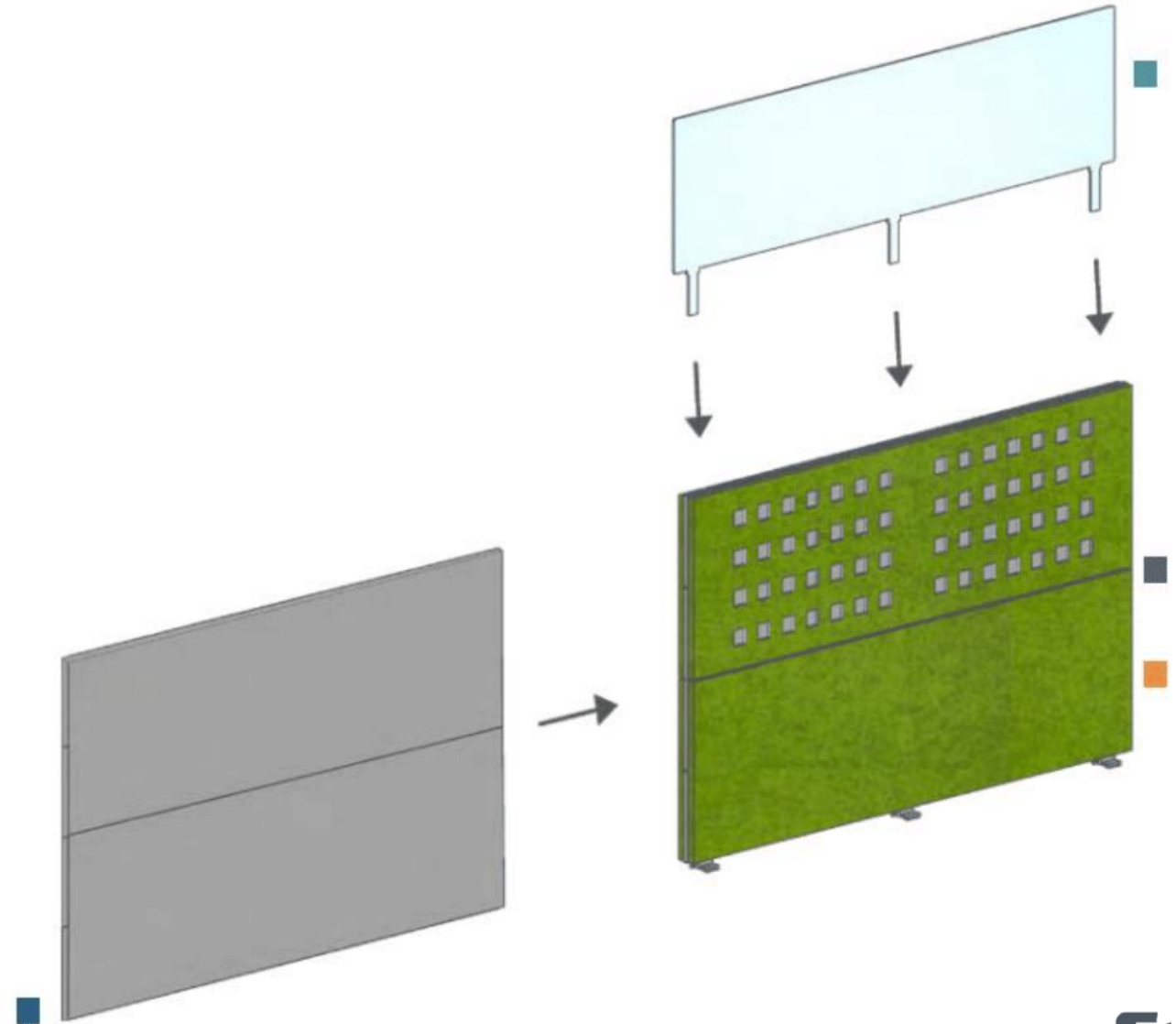
STABILITY



All SÖFWAL Technology is made with an internal frame with a robust aluminum extrusion that allows for various mounting, hanging and sliding configurations while maintaining stability.

SÖFWAL TECHNOLOGY

Providing separation, protection and noise control in the workplace is more important than ever. Söfwal Technology provides a mix-and-match approach to space division. Build your perfect divider by configuring to different heights, adding sound blocking technology or incorporating acrylic. Create unique micro-spaces to suit any design.





SöFWAL

Söfwal provides a more versatile solution for spaces that need separation. Available on casters for easy-to-move acoustical dividers.

SöFWAL

Create division and privacy for any workstation.

FALL 2021







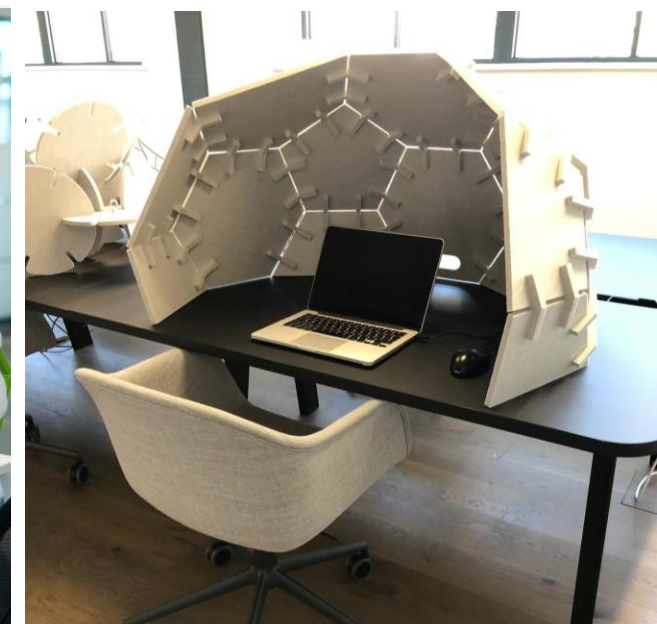
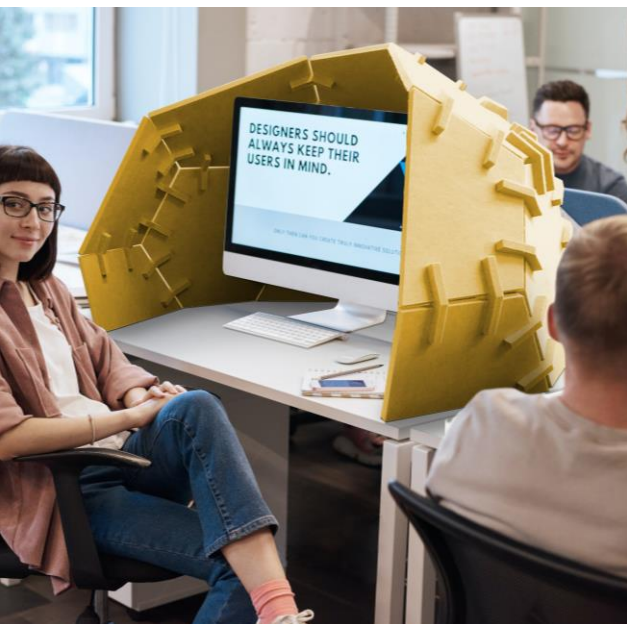
GROOVE

Create space division with acoustical performance while maintaining the open-concept ambiance.



KAYA

Create a space within a space with KAYA, an easy solution for space division that works as a permanent structure or temporary divide.



HIDE

Create a sense of privacy in communal workspaces. Stay available for collaboration while creating a productive space to execute tasks.

Acoustical lighting



SPOKE

Spoke lighting utilizes PET petals in a radial design creating a soft ambient glow with optimal acoustical properties. Comes in three unique shapes, ROUND, PEAR and CUBE.

BELL

Acoustical lighting brings light and sound together in perfect harmony. BELL contributes to any room's acoustic performance while functioning as a contemporary light fixture.





TULI

TULI creates soft downlighting in a pleasing form while adding to the acoustic performance of any room.

TEARDROP

Acoustical lighting provides excellent sound absorption in a contemporary form.



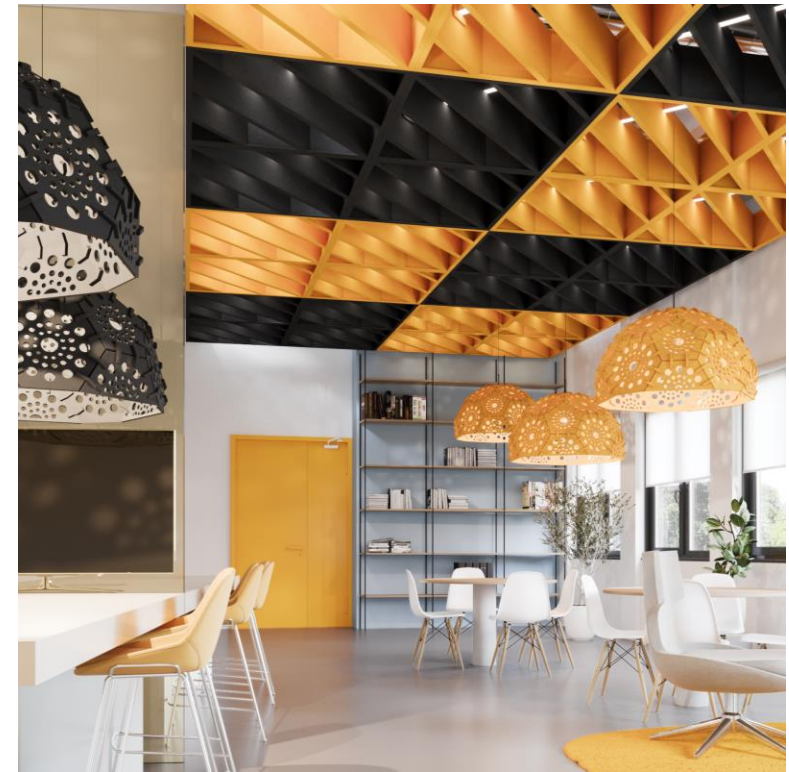


TIMBER GLOW

Whether it be a single unit suspended over a workstation or a cluster of units suspended in an almost unlimited array of patterns, levels and angles, Timber is sure to create a modern expression of creative freedom in acoustic ceiling design.

HARMONY GLOW

HARMONY GLOW is created from two-dimensional profiles and assembled to unveil a three-dimensional geometric shell, which acts as a barrier for reverberating sound, and is available in a vast array of solid, patterned or customizable panels to create unique solutions.

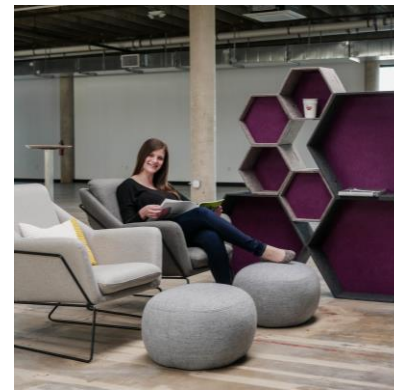
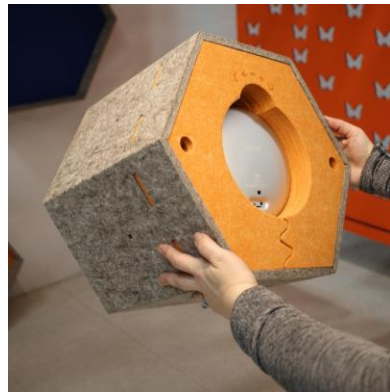


Creative solutions



HIVE

Space division. Storage.
Acoustical performance.
Optional internal speaker.
HIVE is multifunctional style
at its best.



CUSTOM PROJECTS



Can't find what you're looking for? Do you have an idea that you're just dying to have us make? We do custom work! We love to collaborate with clients on new ideas, applications, shapes and forms. Let us know what you're looking for and we'd be happy to work on a design together.

Specs & Downloads

Brochures

- [Walls Brochure](#)
- [Ceilings Brochure](#)
- [Lighting Brochure](#)
- [Cubism Brochure](#)

Material Specs

- [PET Felt Color Guide](#)
- [PET Felt Pattern Cutouts Guide](#)
- [PET Felt Material Specs](#)
- [Frasch – Fire Test Report – Class A](#)

Databases

*Approval Required

REVIT PORTAL

REP REPOSITORY

Product + Building Certifications



ACOUSTICS & THE MODERN HUMAN

Sound Elements as Part of a Biophilic Design

COURSE: CEU - HSW, AIA, 1 CREDIT
INSTRUCTOR: Slavi Younger, Fräsch

Course Description

Rapidly changing trends in our society, such as urbanization and modern lifestyle, have resulted in isolation of humans from our experiences within nature. Early research has shown that psychological effects of biophilic design on noise perception have a significant influence in the well-being and health such as focus, information retention, productivity and creativity. In this course, we will identify these potential problems and the effects of them; as well as outline different corrective actions to mitigate/lessen the issues.

Register

Fill out the form below to register for a class.


Your Information

First name*	Last name*	Email*
<input type="text" value="michael"/>	<input type="text" value="ackelbein"/>	<input type="text" value="ma@frasch.co"/>
Phone number*	Company name*	AIA ID# (or equivalent)
<input type="text"/>	<input type="text"/>	<input type="text"/>
Street address*	City*	
<input type="text"/>	<input type="text"/>	
State/Region*	Postal Code*	
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Lighting

Item Spec Sheet

BELL	PDF
LIT BAFL	PDF
TEARDROP	PDF
TORI	PDF
TULI	PDF
GEAR LIGHT	PDF
BOX LIGHT	PDF



Lighting Specifications	
Light Disk Size	44.5"L x 2"W x 3"H
Light Wattage	28W
Color Temperature	3500K
LED Dimmability	0-10V
Lumens	4400
Voltage	120-277V
Light SKU#	L23PSF44_L23PW440LDM7525CH03C05W5
Lighting Hardware	Cable kit with(2) 6' aircraft cable,(1) 5 wire clear power feed (2) white/black/silver canopy
Material Content	95mm 100% PET (95% recycled content)
Acoustics	ASTM C425-17, NRC = 0.75 (Material)
Flammability	ASTM E84 Class A or B
Environment	Environmental Product, Low VOC, Post-Consumer Recycled Content, 100% Recyclable
Country of Origin	USA
Warranty	2 Years
Variation	PET Felt uses a traditional 'felting' process to create its panels. This often results in a pleasing 'textured' effect where multiple tones are present in the fiber. Slight and consistent variations in color should be expected when using this sustainable recycled material.
Installation	Installs with suspension hardware that includes suspension cables with sliding cable grippers and sliding suspension rods. Suspension rod need to go through on the light fixture with threaded nut. Suspension cables come in 1.5' length for each side, combining two points to secure the stability. Additional length may be available. Actual ceiling connection depends on ceiling type and ceiling fasteners not included.
Shipping	Factory assembled and ships ready for installation.



Sustainable Solutions from Fräsch

OVERVIEW

At Fräsch, maintaining a commitment to sustainability doesn't mean settling for less; we firmly believe that great design and sustainability go hand-in-hand. Innovative design forces us to think about the big picture and keeping sustainability top of mind inherently inspires our design choices. All of our acoustical solutions are made with PET felt containing 55% post-consumer recycled content.

PRODUCT AND BUILDING CERTIFICATIONS

We are LEED, REACH, Declare and Green Building certified as well as Red List Free and RoHS Compliant. Use of our acoustical solutions can even help contribute to your sustainably certified projects by helping you earn LEED points. All of our acoustical applications are manufactured in the USA. We further strive to reduce our carbon footprint by offering acoustical solutions that ship flat whenever possible.

Declare.

Red List Free



THE STORY OF PET



STEP 1

Our PET felt starts with post-consumer recycled plastic bottles



STEP 2

The bottles are flattened and shredded for processing



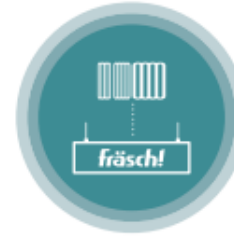
STEP 3

The resulting plastic is put into an extruder where it is melted and stretched to form long, super-fine fibers that are fluffy – like wool!



STEP 4

The PET fibers are processed and compressed into sheets of varying thicknesses



STEP 5

PET sheets are then manufactured into high-performance acoustical products



STEP 6

PET felt is 100% recyclable at the end of its life

Color & Material thickness Options

9 mm



3 mm



12 mm



Material Bank

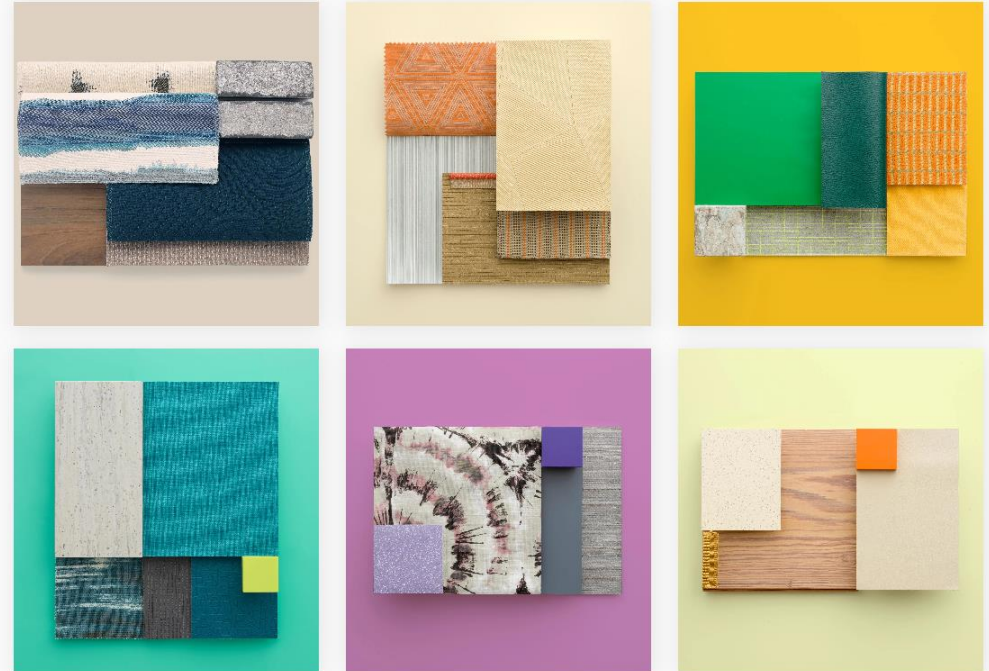
- Opportunities vetted and provided to territory rep
- Quarterly follow up on conversion

Powerful tools

To help you work faster, smarter and more collaboratively.



Inspirational Palettes



Overnight sample delivery.

Order samples from any manufacturer by midnight (ET) and everything delivers in a single box by 10:30 AM the next morning. All orders are shipped via FedEx Priority Overnight at no cost.



Revolutionary packaging.

Our proprietary packaging safely delivers your samples in one box without excess bubble wrap, peanuts and packaging. The Material Bank trays are reusable and returnable—organize your project materials or send back unneeded samples.

Competitive analysis



Competitive Analysis

	Ceiling Tiles	Baffles	Clouds	Wall Tiles	Printed Panels	Hanging Screens	Free-standing Screens	Desk Screens	Acoustic Lighting	Custom	MFG Location	Price (L, M, H)	Warranty	Lead Time	Value Prop
Fräsch	✓	✓	✓	✓	✓	✓	✓	✓	✓	Y	TX	L	2 years	4 weeks	Low price, quick turnaround, made in the USA, focus only on PET, best-in-class marketing.
Arktura	✓	✓	✓							Y	CA	H	NONE	8-20 weeks	Prestige, highly engineered and creative but expensive.
Turf	✓	✓	✓	✓						Y	IL	M	3 years	4-6 weeks	Owned by Armstrong. Ceiling-focused and sustainability.
Kirei		✓	✓	✓						Y	AU	H	3 years	6-8 weeks	Fairly priced, experienced - 16 yrs, nice colors. Readymade products
Unika Vaev						✓		✓		Y	CT	M	1 Year	3-8 weeks	Moving into ceilings, early adopter, custom via Obsidian.
Zintra					✓		✓	✓		Y	IL	M	2 years	4-8 weeks	Dabble in ceilings, strong in printed product and healthcare.
3form/Focal Point									✓	Y	IL	H	5 years	4-6 weeks	Strictly lighting, good at getting a pecced on large projects. 3form felt.
Hunter Douglas	✓		✓												Made inroads in ceilings. #1 seller is Heartfelt (similar to LINYFELT)

Competitive Analysis

	Ceiling Tiles	Baffles	Clouds	Wall Tiles	Printed Panels	Hanging Screens	Free-standing Screens	Desk Screens	Acoustic Lighting	Custom	MFG Location	Price (L, M, H)	Warranty	Lead Time	Value Prop
Acoufelt				✓	✓					?	AU	H	10 years		Dabble in ceilings, printed pet their bread and butter but R&D is growing.
Armstrong	✓	✓	✓							Rare	CA	L	10/30 years	6 weeks	Fast, reliable, large
Baux	✓			✓						Y	Sweden	H	1 year	6-8 weeks+	Sustainability, uses acoustical pulp, custom.
BuzziSpace			✓	✓		✓	✓	✓	✓	Not really	NC	M	2-3 years	4-6 weeks	Owned by Hayworth, a lot of furniture, use dealerships.
Ezobord			✓	✓			✓			Y	CA	M	1 year	3-7 weeks	Dabble in everything, focus on furniture.
FilzFelt		✓	✓	✓						Y	NY	H	1 year	4-12 weeks	They use wool. Owned by knoll. Expensive.
Lightart					✓				✓	Y	WA/UT	H	2 years	6-8 weeks	Lighting only, highly desired but cost prohibitive.
LuxxBox									✓	Y	CA	H	1 year	6 weeks+	Dabble in ceilings and tiles, workplace improvement.
SnowSound	✓	✓	✓	✓			✓	✓		Y	CA	H	Limited Lifetime	4-6 weeks	High end, use loose PET enclosed in fabric, make recommendations easy.
Soelberg-MUTO				✓	✓	✓				?	UT	M	2 years	6+ weeks	Pressed PET – use wood and acrylic.

Thank you!

