

# CASE STUDIES

## WEST COAST HIFI JOONDALUP

PRIMAACOUSTIC ABSORBER PANELS HELP SOLVE AND TRANSFORM WEST COAST HIFI JOONDALUP'S RETAIL CUSTOMER EXPERIENCE.

### SUMMARY

West Coast HiFi is one of Perth's leading visual and audio stores whose expertise and passion bring that experience into a home. They offer Perth's biggest range of home entertainment products suitable for creating a home theatre experience.

West Coast HiFi's showrooms are setup with working displays of their ranges and have dedicated home theatre rooms for customers to explore, experience and compare products before they make a final decision on their home cinema room design. The customer experience in-store is an important part of the sales process, so having rooms that perform with a high level of acoustic quality is important.



### PRODUCT SOLUTION

Primacoustic was chosen as the main product to help transform the space.

Aside from serving their original purpose of frequency and sound absorption, Primacoustic offer Broadband paintable panels which can be printed and painted on, offering total client customisation to achieve a desired look and feel. The panels can either be hung from or fixed to the ceiling or secured to a vertical wall, and are used to absorb sound, reduce slap echo, and regulate comb filtering in any closed-room environment. Available in both large scale and small room installations made them the perfect choice for this project.

### Was there anything unique or interesting about any aspect of this project eg materials, design, installation etc

The project needed customisation without compromising the performance of the products and their installation. The Broadband panels were printed with a collage of images that celebrated the heritage of brands that have been part of the West Coast's HiFi range for a number of years.

### RESULTS

"The Primacoustic panels have been a great choice. Not only do they improve the room's acoustics, providing our customers with a great theatre demonstration but they are a talking point for our sales staff to discuss the brand story of the speakers in the room.

Now customers are also imagining how they can use the product to customise their own theatre rooms".

Michael Davis, Owner, West Coast Hifi Joondalup

### Project Enquiries

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