



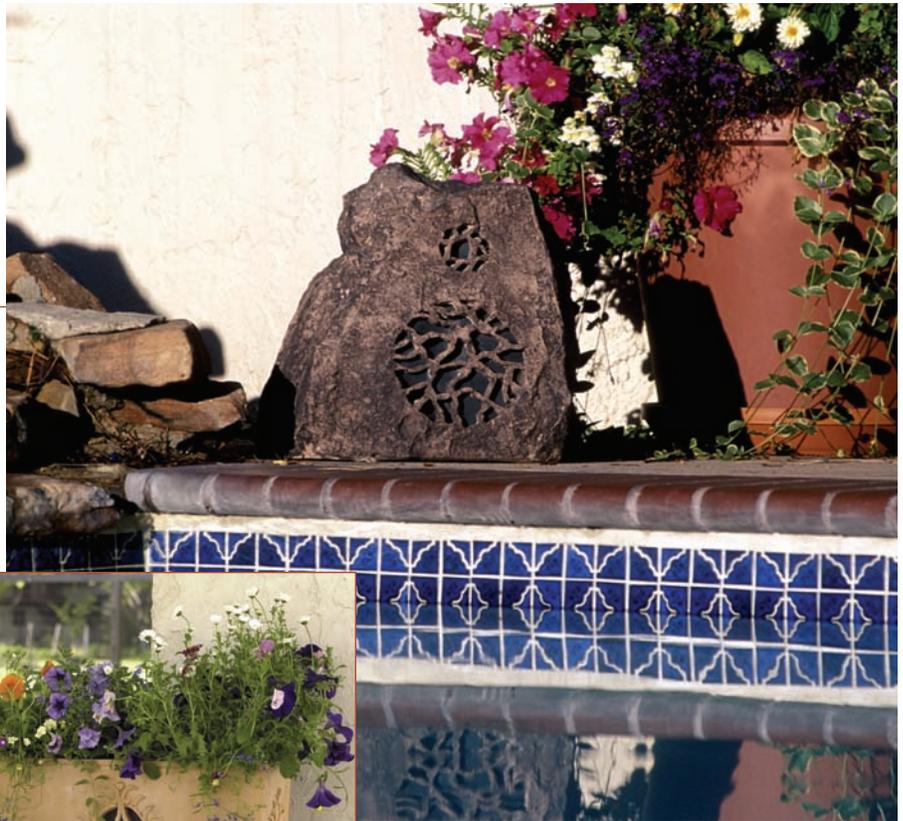
INTERPLASTIC

CASE

history

From Out of Nowhere

There's something wonderful about relaxing poolside or in a garden while music wafts through the air from unseen places. This is the magic of Rockustics, Inc., a Denver-based company that builds premium outdoor audio systems hidden cleverly in the shapes of rocks, urns and planters.



Cabinets of Stone

Tony Mulé, co-founder and president, says designing the speaker wasn't their biggest hurdle; the speaker cabinet was. His task was three-fold. He had to engineer a speaker that would deliver high fidelity, digital sound while being encased in an inconspicuous cabinet that would live outdoors.

At first he and his partner, Tom Maxey, used a gypsum/cement material to build the cabinets that when hardened, resembled a rock. Combining that imagery with what they are about – sound – lent itself easily to the company name, Rockustics. Unfortunately after a few years, the gypsum/cement material failed miserably because of the inconsistencies in the product itself.

Mulé and Maxey were convinced after researching other materials that a resin-based cabinet was their best choice.

"It wouldn't have mattered to us if the speaker cabinet could live forever if the sound coming from them wasn't to our expectations." The cabinet, says Mulé, must be the correct density so the vibrations transmitted by the speakers don't bounce off the cabinet, causing a resonance. The new, resin-cast speaker cabinets let the sound vibrations pass so all you hear are the components from the speakers. The result is clear, true, vibrant sound.

Rockustic's sales representative worked with Interplastic Corporation's Thermoset Resins Division lab to develop the right resin formulation. It needed to be UV-stable, malleable, have some impact resistance (to reduce chipping) and able to withstand wide temperature and weather variations. Mulé also wanted to reduce the product's weight. Interplastic's labs developed a proprietary formula of a Silmar® brand casting resin that has worked perfectly for years, explains Mulé.

outdoor
audio systems

Sound Quality = Quality Sound

The cabinets are continuously cast. The Silmar resin formula was also developed for a very predictable gel and cure, making it easy to work with. Rockustics uses only natural dyes and colors to "paint" the rocks and other shapes their cabinets come in. The resin cures to a very light color that is consistent from batch-to-batch, thereby allowing Rockustics' artists to mimic color predictably from stone to stone and produce perfectly matched sets. "This resin has worked so well that we replaced for free every one of the speakers we had made with the other material," says Mulé. "There's nothing more important to us than customer satisfaction."

Once the rocks are de-molded, they are tooled for the speaker grills. An optical system is used to measure the amount of light emitted through the grill and when the light emitted meets exact measurements, they know the speaker will perform perfectly. The finished cabinets are sent for speaker mounting next. With that completed, the finished speakers are tested, sealed and readied for delivery. All along the process, Rockustics' team of production specialists, versed in quality control and assembly, ensure the job is perfect every time.



Installation guidelines are pretty streamlined. You don't need a professional to do the work. Having their speakers in cold climates isn't a problem either according to Mulé. "You only need to warm them up awhile by playing them at a low volume before you put the coal to it."

Rockustics believes so strongly in their products they provide a Zero Defects™ warranty. "As long as the speaker isn't abused and installed properly, we'll cover it for the life of the product," relates Mulé. The Silmar

resin provides the confidence their speakers will retain their beauty and performance qualities wherever their home happens to be.

In addition to thousands of homes, Rockustics products are in nearly every amusement park in the U.S. Famous places like Hershey Park, Disney's Splash Mountain, Sea World and the White House Rose Garden all use Rockustics. To learn more, visit www.rockusticsinc.com.

Interplastic Corporation is a specialty chemical company with its headquarters in St. Paul, Minnesota. It is focused on the production and distribution of unsaturated polyester resins, vinyl ester resins and gel coats and colorants for the composites and cast polymer industries. Its Thermoset Resins Division manufactures Silmar brand resins.



continuously cast

SILMAR[®]

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