

FRIDAY DECEMBER 21 DOORS OPEN 8PM

IMMACULATE STYLES

THE BACK BAR
AT THE BEDFORD

110 BEDFORD AVE.
WILLIAMSBURG, BROOKLYN

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A RECIPE FOR BREWING THE PERFECT BEER LABEL

CRAFT BREWING FACTS

Craft brews are growing exponentially so a label that stands out is key

2,347

Craft breweries operated for some or all 2012

1,132 breweries

1,118 microbreweries

97 regional breweries

409

New breweries opened in 2012

310 microbreweries

99 breweries

43 distilleries

Number of breweries
(1887-2013)

| | |
|------|-------|
| 1887 | 2,011 |
| 1920 | 1,179 |
| 1935 | 703 |
| 1978 | 89 |
| 2013 | 2,538 |

Beer Sales

2012

Overall U.S. beer sales
200,028,520 barrels approximately

2012

Craft brewers sold an estimated
13,235,917 barrels of beer

Craft brewer retail value
USD \$10.2 billion

15% by volume

2011

11,467,337 barrels sold

Craft beer retail value
USD \$8.7 billion

17% by volume

Growth

3 INGREDIENTS FOR A DESIGN THAT HOPS OFF THE SHELF

ONE

SET YOURSELF APART
Play up unique qualities or features that

TWO

OFFER A TASTE OF WHAT'S INSIDE
Showcase styles, seasons and events

THREE

PAY ATTENTION TO DETAILS
Tap into keywords that define your beer, like

TO CREATE AN ICONIC IMAGE
Reflect on the history of your company

Pick the perfect typeface and colors to represent your brand. Choose the shape (square, oval, custom, wrap-around) that fits best.

TYPEFACE

beer
AAA Z A

SHAPE

COLORS

ONE

SET YOURSELF APART

Play up unique qualities or features that make your beer or company

UNIQUE

TWO

OFFER A TASTE OF WHAT'S INSIDE

Showcase styles, seasons and events

ENJOY AN AMAZING TASTING

YOU'RE INVITED TO TASTE OUR LAGERS AND ALES.

BOCK, OKTOBERFEST, PILSNER, ETC.

BROWN ALE, IPA, PALE ALE, PORTER, STOUT, WHEAT

THREE

PAY ATTENTION TO DETAILS

Tap into keywords that define your beer, like

Bitter, Barrel, American, Light, Big, Innovative, Aged, Wedding, Traditional, Hoppy, Stout, Irish

THREE

TO CREATE AN ICONIC IMAGE

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TYPEFACE

beer
AAA Z A

SHAPE

COLORS

99 AMAZING CRAFT BEER

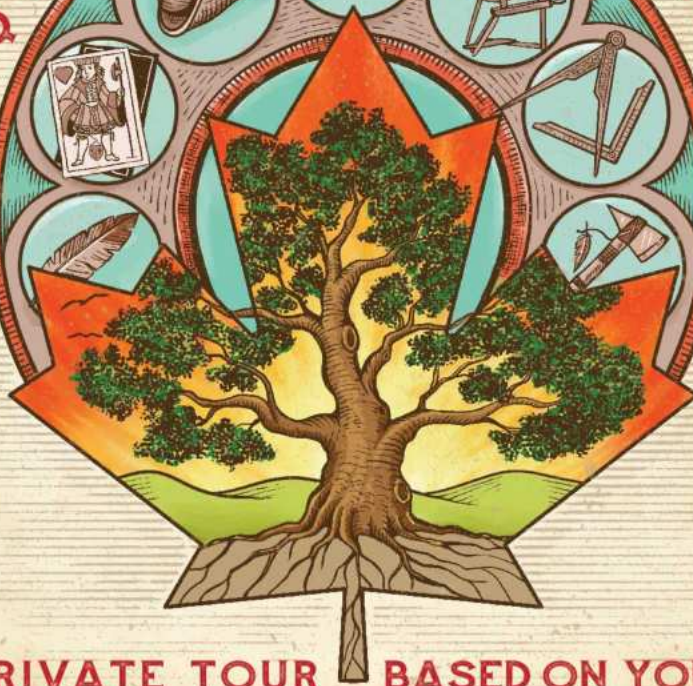
CHEERS!

PROUDLY SERVED BY:

99 designs

YOUR ROOTS

QUEBEC CITY • LEVIS



PRIVATE TOUR BASED ON YOUR
FRENCH-CANADIAN ROOTS



ACOUSTICS IN CLASSROOM

DEVELOPING YOUNG MINDS DESERVE THE BEST POSSIBLE LEARNING ENVIRONMENT



School-age children spend up to 75% of their day performing "listening processes"



75%
OF A DAY



School acoustical performance has a direct effect on **speech intelligibility** and therefore on **student learning outcomes**

As many as **one-third** of all school students are missing up to **33 percent** of verbal communications in class.

It is not as much a question of being able to hear as much as it is a matter of being able to distinguish clearly and correctly what is being said.



According to an ANSI Standards for classroom acoustics, noise levels for an unoccupied classroom should not exceed 35dB

Yet, research found that the average noise levels in most classrooms can range **between 66 decibels (dB) and 94dB**, (Rosenberg, 2010; Picard and Boudreau, 1999).

In one particular study, that average classroom noise levels were 72dB which is comparable to standing next to a busy intersection.



TEACHERS USE THEIR VOICES FOR APPROXIMATELY 60% OF THEIR WORKDAY.

Because they have to talk louder to overcome poor classroom acoustics, teachers are 32 times more likely to have voice problems compared to similar occupations.

HVAC NOISE IS A COMMON CULPRIT IN NOISY CLASSROOMS



and according to United States Access Board teachers often report turning off the HVAC during important lesson.



SELECTING THE RIGHT HVAC SYSTEM SHOULD BE A KEY CONSIDERATION WHEN DESIGNING ENVIRONMENT CONDUCTIVE TO LEARNING!



Trane has the expertise, technology and strategies to create the right learning environment where students can learn and teachers educate most effectively



VISIT OUR WEBPAGE FOR MORE INFO AT WWW.TRANE.COM

SOURCES:

Acoustical Society of America (ASA, 2009). <http://www.usghl.org/Docs/Archive/General/Docs/18534.pdf>
http://www.thisbenefit.com/images/audiology/summer_2012.pdf

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American Speech-Language-Hearing Association (ASHA). <http://www.asha.org/public/hearing/Classroom-Acoustics/>

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