

ST. GOBAIN RECHRISTENED



MD Venkat Subramaniam.

Paris-based construction giant Saint-Gobain announced that its gypsum business in India has been rechristened from India Gypsum to Saint-Gobain Gyproc India. This move marks a strategic alignment to 'Gyproc', Saint-Gobain's leading global brand in the construction products sector.

Saint-Gobain Gyproc plans to bring to the Indian market various new products to supplement its

existing product range of Gypboard plasterboards, Universal plasters, Gypsteel metal framings, Celotex acoustical ceiling tiles and various jointing products in a bid to provide enhanced solutions and set international standards in the Indian construction market.

Announcing the change, Venkat Subramaniam, managing director, Saint-Gobain Gyproc India Ltd. said, "We believe our innovative lightweight drywall and ceiling solutions will help architects in designing spaces that meet the demanding market needs for high-performance solutions. Drywalls provide a significant advantage over conventional building materials such as brick, block and wood as they are lightweight (8-10 times lighter than masonry systems), faster

to install (30-40% faster), high performance (better acoustics and fire safety ratings) and completely green (100% recyclable). Drywalls are the preferred choice for construction internationally. Being the pioneer in this field globally, Saint-Gobain Gyproc will bring in world-class products and solutions backed by strong technical and service support to bring about the change in the Indian construction space. Saint-Gobain Gyproc's entire product range fulfills Green Building norms (LEED rating) of CII-IGBC."

In September 2008 Saint-Gobain Gyproc India set up their fourth state-of-the-art manufacturing facility near Bengaluru with an investment of Rs.150 crore and a capacity to produce 15 million sq m of plasterboard.