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## Cover Story

# Saint Gobain Gyproc Arrives

If you have been considering the true identity of Saint Gobain as a glass manufacturing company then you need to think again. For around two decades about 75 percent of their business was glass related, but over the past few years the company has shifted gears and has tuned their focus towards the construction and building material industry in a more holistic way, which now forms a significant chunk of the company's turnover. The company who has been a pioneer in the making of glass re-christened its India Gypsum division as Saint Gobain Gyproc India recently. Saint-Gobain Gyproc India now forms an integral part of the 43.8 billion Euros Saint-Gobain group.

An international company called British Plaster Boards (BPB) previously owned a majority stake in the erstwhile India Gypsum. Subsequently, Saint Gobain acquired BPB and the company emerged as Saint Gobain India Gypsum and now has been re-christened as 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 is a market leader in providing false ceiling and dry wall partition solution to the Indian market. "Construction in India is moving towards international standards and we believe our innovative

Saint Gobain Gyproc India hits the market with its innovative gypsum product range that includes plasterboards, acoustic ceiling tiles, metal framing systems and dry wall partition solutions aimed at moving towards international standards in construction. BY SHEETAL M.

lightweight drywall and ceiling solutions will help architects in designing spaces that meet the demanding market needs for high performance solutions," said Mr. Venkat Subramanian, Managing Director, Saint-Gobain Gyproc India Ltd. He also highlighted that drywalls provide a significant advantage over conventional building materials such as brick, block and wood as they are light weight, faster to install, have better acoustics and fire safety ratings and are a 100% recyclable. They are the preferred choice for construction internationally. The company markets products that are recommended extensively by leading architects and are preferred choice for installers.

Saint-Gobain Gyproc's entire



Mr. Venkat Subramanian, Managing Director, Saint-Gobain Gyproc India Ltd.

product range helps to meet certain green building norms (LEED rating)

of the Indian Green Building Council. The product range includes gypsum plasterboards, mineral fibre tiles, acoustic ceiling tiles, metal framing systems, gypsum plasters and finishing products. Gypsum as a material is known to have 65 percent less embodied energy when compared to other commonly used materials. When asked about the growth and popularity of these products in India Mr. Subramanian responded, "Globally these products are well accepted but in India it will take some more time to become mainstream, fortunately these products have now started strengthening their roots in the corporate sector". With Saint-Gobain Gyproc's gypsum plasterboards one can eliminate the use of putty and other finishing applications that need to be added to brick-block walls before they can

continued on page 2



Acoustic ceiling



Dry wall partition panels

continued from page 1

be painted. Moreover by using gypsum plasterboard systems, projects have the potential of earning 13 -14 LEED rating points.

Saint-Gobain Gyproc has recently launched two new products from its global portfolio, Gyproc Duraline -a high impact plasterboard and

plained, "Gypsum walls are made to protect ourselves from the noisy environment and whereas it's load bearing capacity is lower, if planned and configured properly it can take enough weight.

Saint-Gobain Gyproc India has four manufacturing plants located in Jind (near Delhi), Wada (near Mumbai), Bangalore and Chennai



Gypsteel AcouStud-a high performance acoustic metal stud.

In addition to this, the company has also brought to the market Ecophon - a breakthrough acoustic solution for ceilings and wall panels.

Ecophon's mission is to contribute to a good working environment for the eye, the ear and the mind. This is done by supplying sound absorbing ceilings and wall absorber systems with well devised functions, attractive design and excellent sound absorption. It is an advanced acoustic solution which provides very high levels of acoustical performance with Noise Reduction Coefficient (NRC) rating ranging from 0.80 to 1.00 (80% to 100% sound absorption) thereby creating the right environment for sound comfort.

"There is a growing awareness and demand for acoustic solutions in India today and having identified the potential, we would focus on this category to grow our business further. Through our global network, we are better equipped to bring international products to the Indian market. Ecophon is one of the most widely accepted solutions for acoustics internationally and we are confident that it will take construction to the next level in India," said Mr. Subramanian.

Furthermore, the load bearing capacity of a gypsum wall is comparatively less than a normal brick wall, combating the shortcoming of the gypsum wall Mr. Subramanian ex-

plained, "Gypsum walls are made to protect ourselves from the noisy environment and whereas it's load bearing capacity is lower, if planned and configured properly it can take enough weight.

For the last twenty years gypsum was principally used only for ceilings, but now due to its well acknowledged acoustic properties there is expected to be a significant move towards gypsum based products, especially if building codes recognize its advantages and qualitative benefits.

To spread awareness regarding the benefits of drywall solutions, Saint-Gobain Gyproc India has established a Gyproc Solution Centre which works with architects and clients in providing cutting edge design and engineering solutions focussed on acoustics performance, fire rating, thermal insulation, structural and strength requirements.

Since the centre was established, the company has already bagged a number of large breakthrough drywall projects like the Delhi airport terminal in the infrastructure segment, Nokia Siemens, Bangalore in the office segment, Viceroy Hotels - Marriott Courtyard, Hyderabad in the hotel segment and Seven Hills Healthcare, Mumbai in the hospital segment.

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Ecophon - a breakthrough acoustic solution for ceilings and wall panels

## THE INSIDE TRACK

### CONTENTS 15<sup>TH</sup> OCTOBER 2009

#### COVER STORY

Saint Gobain Gyproc Arrives **1**

Revolution 2009 - Festival Of The Rachna Sansad - School Of Interior Design **3**

The Latest On Recent Launches And Products **4**

Acme's Solar Plants **9**

Cersaie 2009 **10**

Maison & Objet 2009 **12**

Exhibitions and Fairs **14**

Marmomacc 2009 **16**

Hindware Lacasa - A Signature Experience **17**

Intersolar To Come To India **18**

Money Talk **20**

Are you a job seeker? Take a look at what's available **22**

Fighting e-waste **23**

On The Table **24**

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