

SAINT-GOBAIN REDEFINES

interior construction space



From L to R: NE Subramanian, General Manager Marketing, Saint-Gobain Gyproc India, John Nelson, Global Marketing Manager, Saint-Gobain Gyproc UK, Frans Davidsson, Saint-Gobain Ecophon, Sweden

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THE future is not just about brick and mortar and functionality. The future is about innovative building solutions. These are the words of wisdom of a corporate giant namely Saint-Gobain which has a global space in construction solutions.

The company Saint-Gobain Gyproc India Limited, a wing of Saint-Gobain Group, is a market leader in the interior construction space in India for well over two decades. Indeed, the company is a pioneer in introducing light weight interior construction practices in the Indian construction industry and is the first name that comes to mind when one thinks of ceilings and drywall partition solutions.

Saint-Gobain Gyproc has four world-class manufacturing units at Jind (near Delhi), Wada (near Mumbai), Chennai and Bengaluru. It has also three drywall academics at Delhi, Wada and Bengaluru to train contractors in the latest techniques, besides extensive sales and warehouse network spread across the length and breadth of the country.

The Saint-Gobain Group operates in five core areas - building distribution, high performance materials, flat glass, packaging and construction products.

The future strategy of the company is focused on attaining worldwide leadership in construction markets, offering innovative solutions to meet the global challenges of growth, energy and environment, said John Nelson, Global Marketing Manager, Saint-Gobain Gyproc, UK.

"Worldwide, drywalls have been the preferred solution recommended by architects for use in offices, hotels, hospitals, and residences. Over 80 per cent of all interior construction in the developed markets across the globe is with drywalls. We see a great potential in the Indian market for our products and systems," he added.

The company also launched two new products - Ecophon and Gypsteel - at a seminar "The



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future of construction' held in Chennai on September 2.

"The buildings of the future will be taller, have more stringent fire safety requirements and acoustic comfort thus making traditional construction obsolete. All this can be met by gypsum plasterboard based

'Drywall Solutions' which are 8 to 10 times lighter than traditional masonry construction systems and 30 to 40 per cent faster to install, provide excellent fire rating and acoustics, and are 100 per cent recyclable," Nelson added.

Frans Davidsson, Regional Export Manager, Saint-Gobain Ecophon, Sweden, said, "While designing spaces, it is important to understand the acoustic requirements in terms of sound absorption and insulation in buildings with a view to lowering the noise level in the rooms."

"Ecophon's mission is to contribute a good working environment with the use of sound absorbing ceiling and wall absorber systems. Studies have shown that acoustically designed spaces can increase the overall productivity in offices and institutions such as schools and hospitals," he added.

N E Subramanian, General Manager - Marketing, Saint-Gobain Gyproc, said that the company's products, mostly light-weighted, offered structural safety to the buildings because of their sturdy nature and durability and they could even withstand any type of seismic impact.

—R Rajagopal