

## **WAY**

Creating a pleasant, healthy and comfortable environment. Gypsum has proved to be a miraculous material aiding interior construction. It has excellent Insulation properties both thermal and acoustic and can offer very good passive fire protection, moisture resistance, Impact resistance and vapour control when used in combination with the right systems.

Benefits to builders/developers:

1. Green eco-friendly material.
2. Shrinkage crack free surfaces – smooth finish.
3. High productivity – faster work (Reducing plastering time by 70% when compared to conventional Sand cement plaster + POP method) so time saving.
4. Performance- Durability, light weight (Reduces dead load on structure).
5. Cleaner sites – direct application bagged product – requires no water curing.



Benefits to the end customer :

1. Eco-friendly, non-toxic and safe home for the family.
2. No shrinkage cracks on walls and ceilings.
3. Reduction in time required for plastering, helps in timely possession of homes.
4. Perfectly lined, leveled, smooth walls.
5. Saving on electricity used for air conditioning as gypsum has very low thermal conductivity.

In the last few years, gypsum plaster has become the solution of choice for all leading builders especially in Mumbai and Pune and is now starting to catch on with developers in other cities like Bengaluru, Hyderabad, Chennai and Delhi.

Many builders have adopted this method of plastering for a majority of their projects for its sheer convenience over traditional plastering and aesthetic appeal.

The oldest example of usage of gypsum as an internal plaster is found in the Pyramids of Giza in Egypt which were lined with gypsum stucco plaster centuries ago and are still intact, which is proof of the durability and performance of this product.

