

Press release

## Gyproc expands ASEAN reach with engagement events in Cambodia and Laos



Gyproc booth in Cambodia Construction Industry Expo 2016 at Diamond Island Convention and Exhibition Center, Phnom Penh



Gyproc presented innovations, build trust with tradespeople and consumers, and update the Cambodian market on the latest products



"Architect and Installer Night" held from 9–10 December in Vientiane, Laos.



Gyproc team demonstrated board and ceiling techniques to Architect and Installer in Vientiane, Laos



Event atmosphere at "Architect and Installer Night" in Vientiane, Laos.



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**Bangkok** – Recently, Thai Gypsum Products Public Company Limited, the manufacturer of gypsum innovations over 45 years and of the leading brand “Gyproc,” joined the Cambodia Construction Industry Expo 2016 from 1–3 December at Diamond Island Convention and Exhibition Center, Phnom Penh. Gyproc aims to reach target groups that include architects, installers and homeowners; the Expo provided a chance to present Gyproc innovations, build trust with tradespeople and consumers, and update the Cambodian market on the latest Gyproc product innovations, **Gyproc® DriLyner®**, **GypLyner™ Systems**, **Gyproc® DuraLine**, **Gyproc® Habito™**, **Gyproc® Glasroc H OCEAN**, **Gyproc® Moisture Resistant**, and **Gyproc® ProClean**.

The Gyproc booth featured a lucky draw activity via photo sharing on social media, with #GyprocCambodia trending at the show in exchange for a chance to win prizes by Gyproc.

The mini ASEAN tour also included a stopover in Laos, for the “Architect and Installer Night” held from 9–10 December at the popular In Town restaurant in Vientiane, Laos. The objective was to promote various features and demonstrate how to install Gyproc gypsum board to architects and installers.

At the event, the Gyproc team demonstrated board and ceiling techniques by using the following products and systems; **Gyproc® Habito™**, **Gyproc® DriLyner®** and **GypLyner™ System**, **Gyptone® Ceiling**, **Gyproc® Moisture Resistant**, **Gyproc® Jointing** and **GypWall® Sound MAXX**.

**Richard Juggery, Managing Director of Thai Gypsum Products Public Company Limited**, said, “These activities are part of our strategy to expand and strengthen a collaboration with international markets across Asia, of which Cambodia and Laos are two of our key potential markets. We will continue to expand our full range of gypsum products and keep enhancing our distribution network as well as joining with various associations and expos to build excellent relationships with target groups.”

Gyproc wishes to thank the Laos Architects Association and Santipap stores for their partnership and co-operation in delivering this event.

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#### **About Thai Gypsum Products Pcl.**

Thai Gypsum Products Pcl., was established in 1968, and is Thailand’s pioneering manufacturer of quality gypsum boards and plasters. Its products and solutions are currently well-known and well-regarded in the construction industry in Thailand and Asia Pacific.



Thai Gypsum Products owns two modern gypsum plants at Laem Chabang, Chonburi and Bang Pa-In, Ayutthaya. Thai Gypsum offers a complete range of gypsum board, gypsum ceiling tile, metal system components and powder finishing products, as well as innovative solutions focusing on offering a complete interior building solution for its customers.

### **About Saint-Gobain Group**

Thai Gypsum Products Pcl. is part of Saint-Gobain Group, the world's largest building products manufacturer. Saint-Gobain Group specializes in the design, production and distribution of functional and sustainable materials for the construction, industrial and consumer markets.

The Group with over 170,000 employees is organized into four business sectors: Flat Glass, Packaging, Construction Products, and Building Materials Distribution. Thai Gypsum is part of Saint-Gobain's World leading Gypsum activity, with 350 years operation in 130 sites and 13,000 employees, its international presence means that the activity can adapt to its customers' local requirements and deliver the right sustainable construction solutions for the local market.

Saint-Gobain was certified as a "Top Employer Asia-Pacific 2016", one of just 10 outstanding companies that have been certified as a Top Employer Asia-Pacific.

For more information, please visit website <http://www.gyproc.co.th/> or <https://www.facebook.com/GyprocClub>

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