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CSR GYPROCK NEWS | **SUMMER 2011/12**

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Superchek™ ... tough, quiet and environmentally friendly



Superchek™ GETS GREEN TICK

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GYPROCK SUPERCHEK™ PREMIUM-GRADE PLASTERBOARD HAS RECEIVED GECA ACCREDITATION FOR ITS OUTSTANDING ENVIRONMENTALLY FRIENDLY QUALITIES.

Wall and ceiling contractors have another reason to choose CSR Gyprock's premium residential plasterboard, Superchek™, following its certification by Good Environmental Choice Australia (GECA). The product has always provided top impact resistance and noise reduction—and now its 'green' credentials have been

confirmed by an independent body. "We are proud to announce that Superchek™ has been recognised as an environmentally preferred product under the GECA Panel Boards standard," says Gyprock™ National Product Manager, Kylie Peterson. "Superchek™'s GECA accreditation raises the bar for residential plasterboard in Australia. The product offers combined protection and acoustic advantages to

homeowners, with the reassurance of being environmentally preferable. It can be used for walls and ceilings which means easier and quicker installation for builders." GECA is an independent, not-for-profit organisation that rigorously evaluates products and services to help people choose those that are better for the environment. According to CEO Judy Hollingworth, GECA recognises several *Continued on page 8*



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Gyprock™ on 'The Block'



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GYPROCK™ ON THE BLOCK!

CSR BUILDING PRODUCTS WERE AMONG THE TOP PERFORMERS ON A RECENT POPULAR REALITY TV PROGRAM.

R Gyprock™ plasterboard has taken a star turn following the selection of CSR as official supplier of building products for TV show, *The Block 2011*.

The popular reality show, broadcast on the Nine Network, saw four couples compete against each other by renovating a property and selling it at auction. It was the program's fourth season.

As the only building products supplier, CSR contributed Gyprock™ plasterboard and compounds, as well as Bradford Insulation™, Edmonds Ventilation and the new Designer Series external walling product from Cemintel™ Fibre Cement to the series.

The CSR brands were used together to create four beautifully renovated homes in Richmond, Victoria.

CSR CEO Rob Sindel was excited about the company's involvement with the show. "CSR brands are trusted and recognised, and our businesses are known for providing reliable and high-performance products and services across residential and non-residential construction.

"Appearing on *The Block* was a fantastic opportunity for us to showcase some of these brands and show how our products can effectively be used together when renovating," says Rob. ■ ■ ■



Participating couple, Tania and Rod, take a break from renovating

i For more information on the program, visit www.ninemsn.com.au/theblock.

RATE REDUCTION WELCOMED

THE RESERVE BANK BOARD'S RECENT DECISION TO CUT INTEREST RATES WILL HELP ENTICE BUYERS BACK INTO THE RESIDENTIAL BUILDING MARKET, WRITES HIA CHIEF ECONOMIST, HARLEY DALE.

F or those that love volatility, which includes many of those working in the financial markets, the recent months of turbulence in the world economy would not have disappointed. Markets have again been seesawing as crisis after crisis is averted just before things plunge off a ledge. European sovereign debt fears, weakness in the US, an increased potential for a slowing in the Asian economies, and the subsequent turmoil on commodity, currency and share markets has left confidence rattled.

Meanwhile, 'underwhelming' is perhaps the verb that best describes the performance of the Australian economy in the 2010/11 financial year. Going quarter by quarter, the year comprised: lackluster growth rates in the September 2010 and December 2010 quarters; a marked contraction in the March quarter; and (at last) a decent result in the June quarter. Unfortunately, this less than consistent performance across quarters meant that the Australian economy posted economic growth of a mere 1.4 per cent for 2010/11. It is in the context of this global

uncertainty and uninspiring local growth that the Reserve Bank Board took the decision to cut interest rates, marking the end of eleven months in which the Board kept rates steady. We support the decision and consider it to be the only appropriate action given current economic circumstances. In terms of residential building this is exactly what the industry needs. It will be a welcome shot of confidence for both consumers and business, and will help entice buyers and investors back into the new housing market.

STARTS STOP

In the 2010/11 financial year, housing starts in Australia fell by 5.8 per cent to a level of 156,250. HIA has made a downward revision to our forecasts, reflecting a risk we have been outlining since March. The total downgrade is a modest one – from 143,770 starts in 2011/12 to 140,220 starts. In 2012/13 we are now forecasting 152,020 starts compared to 153,790 previously. This is a weak outlook for housing starts which reflects a 10.3 per cent decline in 2011/12 and a rise of only 8.5 per cent in 2012/13.

There are two key risks to our forecasts. Firstly, that new home building conditions crumble by more than we are forecasting. The key here is Victoria. Should Victoria endure a sharper decline than we forecast, then very weak new home building conditions in Australia will quickly morph into recessionary conditions where starts bottom at 130,000 or lower.

The second key risk relates to the 2012/13 financial year. If at this time we still faced an upward bias to interest rates, no change to unjustifiably tight lending conditions for residential development and a still parlous rate of progress in reducing supply side obstacles, then there will be no recovery.

RECORD RENOVATIONS

After increasing by 4.2 per cent to \$30.9 billion in 2009/10, total investment in renovations eased by a bare 0.3 per cent in 2010/11. We are forecasting renovations investment to grow by 2.3 per cent to \$31.6 billion in 2011/12 and to grow by a further 4.6 per cent to \$33 billion in 2012/13, which would be approaching a record high. ■ ■ ■

BERESFIELD STORE IS BIGGER AND BETTER



CSR GYROCK AND BRADFORD INSULATION STORES HAVE JOINED FORCES TO PROVIDE A BIGGER RANGE OF SPECIALIST BUILDING MATERIALS TO TRADIES IN THE NEWCASTLE AREA.

CSR has opened a Gyprock Trade™ and Bradford Store in Beresfield, NSW, demonstrating the company's commitment to the Hunter region.

Built in response to the local building industry boom, the outlet will be the largest distributor of CSR brands in the district. Locals will be able to get specialised building materials that may be otherwise unavailable, including Gyprock™ plasterboard, Bradford insulation, Cemintel fibre cement, Rondo metal studwork, Fricker ceiling systems and a large range of professional plasterboard tools and accessories.

The Bradford Insulation business has played an important role in the Newcastle region since opening in Hamilton in 1935, and has remained strong in the area ever since. Gyprock™ has been operating in the area for the last seven years, and the two businesses have now combined at one location in Beresfield. The new store is a bigger complex that will allow CSR to expand its range of products and provide additional specialised services, giving more options to local tradies.

Stuart Baird, NSW Gyprock Trade™ Network Manager, says that the store is split into two areas. "We've got a Gyprock™ Trade Centre at the front and Bradford Distribution Centre out the back. The

Gyprock Trade™ component is a 120-square-metre showroom featuring the full gamut of Gyprock™ plastering products and all the accessories useful to the trade.

"The entire site spans a massive 4500 square metres!

"We employ 11 locals, a mix of fresh talent and experienced people who have been in the industry for many years," he adds.

The grand opening for the Gyprock Trade and Bradford Store, included a BBQ Breakfast, an all-day ten percent discount, and giveaways including tickets to State of Origin II. Winner of the first prize was HL Plastering.

The new store is located on Yangan Drive in Beresfield. ■ ■ ■

FESTOOL

Plunge Saw on Guide Rail - Cutting cement sheet made easy



Festool's complete sawing system can be configured to cut a wide range of building materials - timber, particleboard, MDF, cement sheet, blueboard, Villaboard, Hardipanel and aluminium - quickly, accurately and without mess.

160mm Plunge Saw with Guide Rail - for accuracy and speed:

- 1200 Watt motor
- 160mm blade diameter
- 55mm cutting depth
- 4.5kg

Delivered with FS 1400/2 Guide Rail in a Systainer SYS 4 T-LOC.

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RRP \$999



Pair a plunge saw with Dust Extraction to remove fine dust quickly, saving cleaning up time... and your health.

The Festool Guide Rail ensures accurate quick cuts in many materials.



Quick, clean cement sheet cuts with the TS Plunge Saw & Diamond Blade.

Would you like a free, no obligation demonstration? Just call your local Gyprock Trade™ Centre to organise!

AWCI CONFERENCE EYES THE FUTURE

THE 2011 GATHERING WAS A GREAT SUCCESS AND A GREAT OPPORTUNITY TO NETWORK, SHARE IDEAS AND SHAPE BUSINESSES FOR THE CHALLENGES AHEAD.

The 66th Annual Conference for the Association of Wall and Ceiling Industries Australia and New Zealand (AWCI) was held at Hamilton Island from 6-9 November 2011.

Featuring plenary addresses, workshops and social activities, the conference was a chance for wall and ceiling contractors to network with others in the industry, while sharing knowledge and ideas. Talks on “The Future of Housing in Australia” and “Using Technology and Social Media for Growing a Successful Contracting Business” did not only help participants keep up-to-date, but also prepared them for the future. Cadel Evans, Tour De France winner and Wayne Wetherall, founder of Kokoda Spirit, were among the high-profile speakers who addressed the gathering.

AWCI President Perry Richardson says the conference program was one of the best the AWCI has ever put together. “Featuring a



great mix of business development, industry debate and networking opportunities, the program had something for everyone.

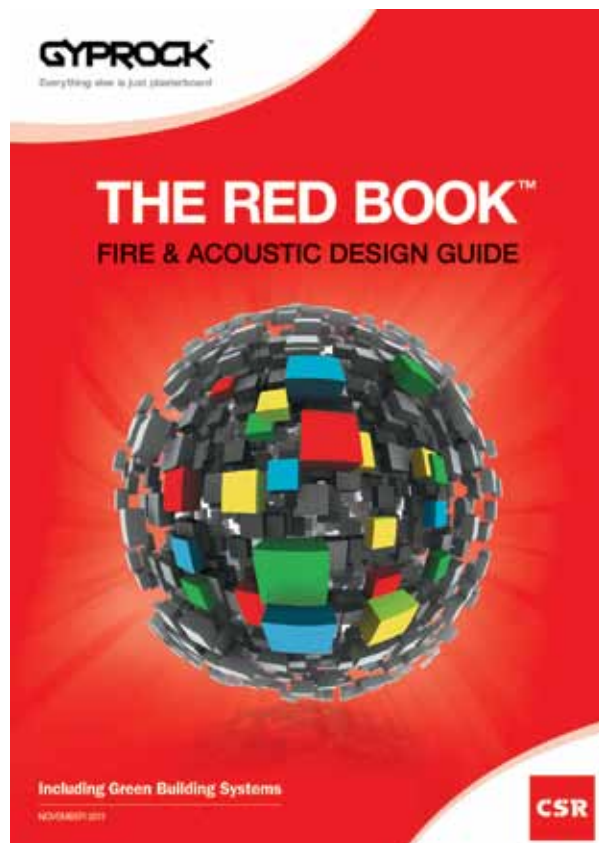
“The theme of this conference was ‘Set Your Sails for the Future’ and we encouraged our contractors and business partners to use the event as an opportunity to shape their businesses to suit their

“USING TECHNOLOGY AND SOCIAL MEDIA FOR GROWING A SUCCESSFUL CONTRACTING BUSINESS”

environment and look to future opportunities. As a special feature, two workshops ran concurrently—one for commercial contractors (featuring discussions on BIM, budgeting for large construction projects and estimation techniques) and the other for small businesses (featuring business coaching and Westpac seven principles of business management),” he says.

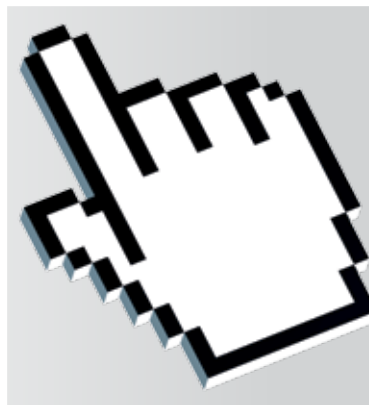
“Then there’s the location—Hamilton Island offers nothing but spectacular views and amazing experiences. ■ ■ ■

i For more information about the AWCI conference including the full program and information about registration, visit www.awci.org.au.



REVISED RED BOOK™ IS OUT NOW

NOTE: Previous version of THE RED BOOK™ is superseded as of 1/11/2011.



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Want more regular contact with CSR Gyprock? You can now join us on Facebook and follow us on Twitter! Also check out our YouTube channel—Gyprock TV—for a wide range of installation videos.



CHANGING THE FACE OF BUILDING

WALL AND CEILING FIXERS WILL APPRECIATE HOW QUICK AND EASY IT IS TO INSTALL NEW PANELS FROM THE CEMINTEL DESIGNER SERIES™.

On an exciting development for the residential building sector, CSR Cemintel™ has released the Designer Series, a new and innovative range of pre-finished cement composite panels. The lightweight panels come in a variety of unique modern textures and colours and can be used for various façade applications, from external two-storey designs to internal feature walls. They can be used as a viable alternative to traditional construction materials, or to complement existing finishes.

A first in Australia, the Cemintel Designer Series™ is not only lightweight and durable but it also leverages a unique and

“IT RESOLVES THE THREE MAJOR ISSUES FACED BY BUILDERS COMPLETION TIME, LABOUR SHORTAGE AND PRODUCT INNOVATION.”

innovative fixing system, which rapidly reduces installation time.

The Designer Series consists of five different styles of textured panels: the ultra modern i-Cube, Textured, Slimline, Woodgrain and Smooth. By using the range, designers and builders can easily tailor and differentiate their building designs, whether they wish to achieve a bold and striking look, or to use a product which will complement and blend in with the remaining materials of the house.

The launch of the range is yet another example of Cemintel™ (part of the CSR family of building product companies) providing innovation through design.

“By international standards, Australia is traditionally a brick market, however there continues to be a strong move towards a greater use of different materials on the exterior of homes. We believe that cement composite is an ideal product to take advantage of this trend,” says Drew Spiden, CSR Cemintel™ General Manager.

NSW-based architect Steven Isaacs, from Architecture Saville Isaacs, agrees. “Good environmental design as well as cost effectiveness are increasing the move in Australia to lightweight cladding solutions for residential building facades. Fibre cement based cladding products are



an obvious choice, so we are very excited by the direction CSR Cemintel has taken with the Designer Series.”

Builders and consumers want to create a point of difference, adds Drew Spiden. “The new Designer Series range of products will allow them to do this by providing a series of unique finishes, which will ultimately change the face of building in Australia.”

SUPERIOR DURABILITY

The rich texture and depth of colour means the Cemintel Designer Series™ is superior to traditional facades. Its multi-layered coating system ensures long-lasting performance.

With a unique fixing system, the new product significantly reduces installation time. Installing the 3m pre-finished panels is merely a two-man job, eliminating the need for additional tradesmen on site.

“At Cemintel™, we continuously strive to improve the way building products work, while at the same time providing a performance edge,” says Drew Spiden. “We are proud to say that the Designer Series offers structural integrity and advanced performance, while also resolving the three major issues faced by builders—completion time, labour shortage and product innovation.”

The new product has a dedicated website—located at www.designerseries.com.au—which will provide interactive tools

RANGE OF OPTIONS

THE CEMINTEL DESIGNER SERIES™ IS AVAILABLE IN A VARIETY OF TEXTURES AND COLOURS:

- With its ultra-modern look, the i-Cube is stunning on any residential feature façade. A choice of three individual panels provides and enables the user to match i-Cube with a range of colour schemes.
- The Textured panels offer a truly unique residential façade solution offering a depth of colour and intricate texture not seen in the Australian façade market before. Available in natural tones, the pre-finished panels will complement any colour scheme and make any home stand out.
- The traditional Slimline design can provide a distinctive look to any home. It can be used as a full-walling solution or as a feature wall.
- Woodgrain is a classic finish, ideal for a full wall or first storey wrap solution.
- Smooth is an affordable walling solution that offers a minimalist aesthetic. A high-level finish and visible horizontal joints mean the Smooth panels are the perfect modern walling choice. ■ ■ ■

to assist designers, builders and consumers in selecting a Designer Series panel to suit their needs. The online visualiser will allow people to mix and match a variety of housing styles with different Designer Series finishes to create the look they want. ■ ■ ■

i For more information on the Cemintel Designer Series™, please call CEMINTEL (1300236468) or visit www.cemintel.com.au.



1

1. The façade of the Perpetual Trust Building
2. Columns inside were restored to their original look
3. Intricate plasterwork meant the restoration took more than a year
4. Inside the LookSmart store at Chatswood Chase
5. One of the suspended ceiling domes



2



3



5



4

AWARDS LIFT PROFILE

OUTSTANDING PLASTERWORK ON TWO SYDNEY PROJECTS HAS BEEN RECOGNISED BY THE AWCI.

Long-time CSR Gyprock user Profile Plaster & Metal has won two 2011 Association of Wall and Ceiling Industry (AWCI) NSW Awards of Excellence.

The specialist ceiling manufacturer/installer won the Fibrous Plaster Award for its work on the LookSmart Clothing Alterations outlet at Chatswood Chase. It also won the Heritage Restoration Award for its work on the Perpetual Trust Building on Hunter St, Sydney.

"These are the first awards I've ever won, so it's a really good feeling," says Director Vince Pacetta. "It's great to have outside confirmation that we do an excellent job from design to installation. I'm very proud of my team."

Vince told Club Gyprock that both projects involved some very complicated plasterwork.

"The LookSmart project featured a unique arrangement of intersecting domes suspended from the ceiling. It was tricky for us to get the domes to overlap and to get all the joints nice and neat."

But he was very pleased with the final result. "Generally when you have doming

effects and a lot of ornate detail, the look can be rather federation-style and old-fashioned. But this was very contemporary and not overpowering. Appropriately enough, given the store's name, the final result really did look smart!"

The restoration of the Perpetual Trust Building was a huge project that took more than a year and also involved some extremely complex work, Vince says.

"We had to produce cornices and straps that seamlessly matched the existing ones. And we restored the columns to their original look, based on drawings. This was complicated by the fact that everything was heritage and so we couldn't move things down to the floor to copy or work on them," he adds.

BETTER THAN EVER

The AWCI awards may be the first accolades for the company, but nonetheless Profile Plaster has many years of experience to draw on. It has been operating for some 23 years and employs about ten people.

There are three main branches to the company's work. It provides fibrous plaster

products (such as on large domes) for big commercial and heritage jobs; it installs plaster-based cornices and corbels for the residential market; and it produces Gyprock™ profiles for the commercial market.

The company has been using CSR Gyprock products since its inception. "I'm loyal to CSR Gyprock because the service I get from the company is so good," says Vince.

"For the restoration work that we do—Gyprock™ Plasterboard is simply the best thing on the market. And in the past ten years it's gotten better than ever.

Likewise, the service provided by CSR is always reliable. If I need something, they'll find it. If there are any problems, they are corrected as quickly as possible," he adds.

The AWCI NSW awards were presented at a ceremony in Sydney on 19 March 2011. ■ ■ ■

i For more information on how Gyprock™ Plasterboard can make your next project a success, contact Gyprock on 1800 621 117 or visit gyprock.com.au.

QUICK FIX

AS PART OF AN ONGOING SERIES TO HELP DIY-ERS (AND PROFESSIONALS KEEN TO BRUSH UP ON THEIR BASIC SKILLS), CSR GYPROCK™ PROVIDES SOME INFORMATION ON THE BEST WAY TO USE ITS PRODUCTS IN VARIOUS STANDARD APPLICATIONS. IN THIS ISSUE WE LOOK AT HOW TO FIX GYPROCK™ PLASTERBOARD TO STUD WALLS.

Shopping list

- Gyprock™ Plasterboard
- 30mm ring shank nails or 25mm Type W screws for timber framing, or 25mm Type S screws for steel framing
- Gyprock™ Acrylic Stud Adhesive
- Broadknife for applying stud adhesive
- Plasterboard saw or hand saw, and a trimming knife
- Hammer or screw gun
- DIY guides on Jointing Gyprock™ Plasterboard and Finishing External and Internal Corners in Gyprock™ Plasterboard

Fixing to stud walls

In the first instance, you should check framing for alignment. For help with this, refer to to DIY guide – Getting Started with Gyprock™ Plasterboard (available from www.gyprock.com.au). Then follow these simple steps:

1. Cut the sheet to size using a single length across the room if possible. Use a trimming knife to cut through the paper liner, using a straight edge. Push down and snap the sheet along the score line. Cut along the fold line from the back of the sheet (printed side) and remove the off-cut.

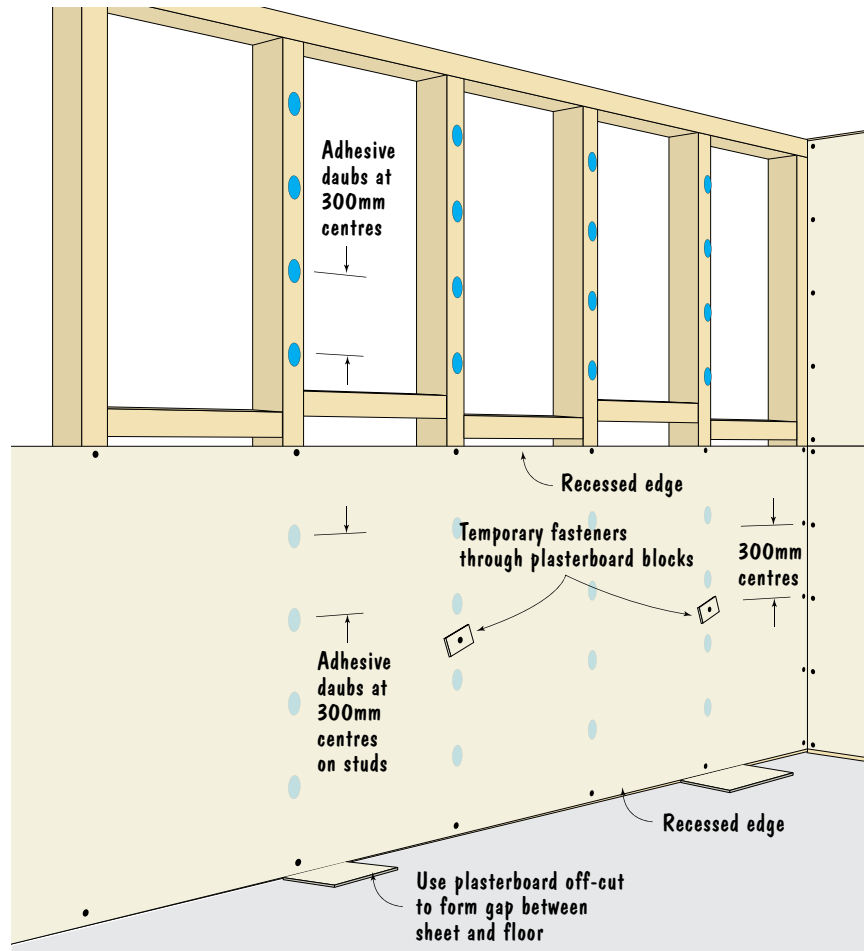
2. Use a saw where intersecting cuts are needed, such as around openings. Use a keyhole saw for openings such as arches and power points.

3. Apply daubs of Gyprock™ Stud Adhesive about the size of a walnut onto the studs at 300mm centres.

4. Start about 200mm from where the edge of the sheet will go. Don't put adhesive on studs at the ends of sheets, and keep adhesive at least 200mm from any nail or screw location.

5. Lift the sheet about 10mm from the floor, using off-cuts of plasterboard as packing.

6. Apply the Gyprock™ Plasterboard horizontally. The recessed edges do not have to line up with wall noggings.



7. Using nails or screws 10 to 16mm from sheet edges, fix one recessed edge at each stud. Press the sheet firmly against the adhesive daubs and fix along the opposite edge.

8. Drive the fastener heads just below the board surface, taking care not to break the face paper. Nail or screw every 300mm, at sheet ends and around all doors, windows and other openings.

9. Drive temporary nails or screws through a small plasterboard off-cut into every second stud in the middle of the sheet to hold it tight while the adhesive dries. Remove after 24 hours.

NOTE: If sheets must be joined in length, butt joints may be used. For simplicity, fix each sheet end to a stud

with nails or screws at 150mm centres. Jointing should extend 500mm each side of the joint to reduce joint visibility. Refer to DIY guide – Jointing Gyprock™ Plasterboard for more detail.

Jointing

Jointing is the process of covering and reinforcing the join between sheets to give a flush, seamless appearance. Paper tape is embedded into compound, then covered with two more layers of compound spread wide to each side of the joint. For external corners, a steel or PVC reinforcing bead also set with compound is used for protection. For more information on these processes, refer to the DIY guides on Jointing Gyprock™ Plasterboard and Finishing External and Internal Corners in Gyprock™ Plasterboard. ■ ■ ■

Continued from page 1 areas of environmental impact in certifying products against the Panel Boards Standard, including the efficient use of resources, the fitness for purpose of the product and the use of non-hazardous materials.

POINTS OF DIFFERENCE

Launched in Australia in 2009, Gyprock Superchek combines a number of top features to create a premium residential product. It's tough (providing a high level of resistance), quiet (noticeably reducing noise) and environmentally friendly.

Superchek™ is specially formulated with a heavy-duty, high-quality facing material that coats a denser core. The amalgamation of these features provides resistance from the damage of everyday bumps—in fact it can withstand knocks of double the force that standard plasterboard can take. Superchek™ also improves the acoustic performance of a wall lining by 15 per cent providing a more comfortable level of sound throughout the home.

Superchek™ provides a point of difference that a builder can offer clients; it has tangible benefits for the homeowner,

“NOW ITS ‘GREEN’ CREDENTIALS HAVE BEEN CONFIRMED BY AN INDEPENDENT BODY.”

says Kylie Peterson. “The accreditation of Superchek™ demonstrates Gyprock’s™ efforts to keep up with the needs of the market; and is a further endorsement of CSR’s commitment to the environment and to developing sustainable options.”

In fact, CSR Gyprock has long been committed to managing its impact on the environment and is consistently evolving its practices. A key focus is the production of sustainable building products. Gyprock™ also actively pursues initiatives such as waste recycling, water conservation and reducing energy consumption and greenhouse gas emissions.

Superchek™ is a high density recessed edge plasterboard and is available in 10mm. Superchek™ can be installed throughout the entire house for walls and ceilings, excluding wet areas, eliminating the need for specifiers and architects to specify different plasterboards for every part of the home. It also streamlines the installation process for contractors. ■ ■ ■

i For more information about how Superchek™ can improve the environmental impact of your next residential project, contact Gyprock™ on 1300 306 556 or visit www.gyprock.com.au.

