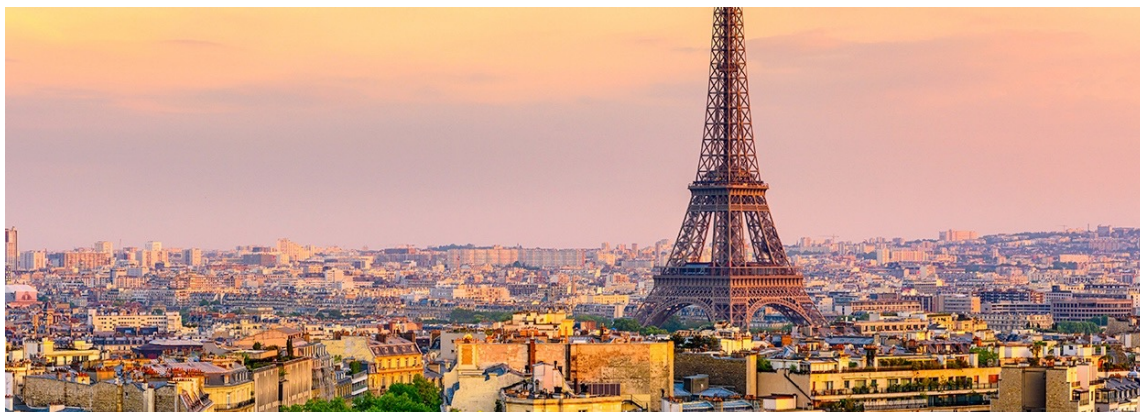


THE 14TH INTERNATIONAL GYPSUM TROPHY

Paris, 9th - 11th April 2025



ABOUT SAINT-GOBAIN

The Group's commitment
is guided by its purpose:

“ **MAKING THE WORLD
A BETTER HOME** ”

€46.6 BILLION
IN SALES IN 2024

167,000
EMPLOYEES
IN 80 COUNTRIES

COMMITTED TO ACHIEVING NET
ZERO CARBON
EMISSIONS BY 2050

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TABLE OF CONTENTS



Saint-Gobain International Gypsum Trophy 2025	03
14 th Edition Key Figures	03
13 th Edition Winners	03
About the Competition	04
Meet the Jury	05
The Six Categories	11
Awards Ceremony	14
Prizes & Trophies	14

SAINT-GOBAIN INTERNATIONAL GYPSUM TROPHY 2025

The 14th Saint-Gobain International Gypsum Trophy will take place in Paris from April 9th to 10th, 2025.

From the Americas to Asia, from Europe to Africa, **85 projects from 29 countries** compete in **six categories** (Ceilings; Innovation; Residential; Culture, Education and Leisure; Business and Institutional; Façades) to win one of the **14 prizes** of the competition.

Participating contractors have combined their know-how and creativity with Saint-Gobain plaster and dry lining systems to carry out amazing high-performance projects. Some built on existing historical structures, while others created something completely new. Some projects were completed with the help of over a thousand employees/teammates, others by just a few.



Every two years **SINCE 1993**, the Saint-Gobain International Gypsum Trophy is the event of reference, **gathering the most breathtaking developments and setting world standards** for quality craftsmanship in drywall systems and plastering.



14TH EDITION KEY FIGURES

85

PROJECTS



29

COUNTRIES



350

PARTICIPANTS



THE WINNERS OF THE 13TH EDITION

In the last edition in 2023, the Grand Prix was won by the **United Arab Emirates** with a project from the company **PMK GROUP** called **UAE Pavilion (Pearl Dome) - Expo 2020**.

[View the 2023 Grand Prix Winner](#)

[View all 2023 Winners](#)

[View all 2023 competing projects](#)



ABOUT THE COMPETITION

How is the competition organized?



The Gypsum Trophy is a two-step competition:

- National Gypsum Trophy: Competition organized in each participating country by local Saint-Gobain representatives, every even-numbered year.
- International Gypsum Trophy: Contest managed by the International Gypsum Trophy Organization Team for winners of the National Trophies, every odd-numbered year. Each participating country can submit one project per category of the international competition.

Who can enter the competition?



- Any plasterboard or plastering contractor or professionals specializing in the traditional craft of plastering or mounting plasterboard systems can enter the competition.
- Participants represent the country where the building and/or project owner is located, and not necessarily the country where the contractor is based.
- Entry is free of charge for contractors.

Which projects can enter the competition?



- Projects must have made use of Saint-Gobain Gypsum solutions. The use of other Saint-Gobain solutions may increase the scoring.
- Projects competing in the International Trophy must be projects which have won a prize in their National Trophy.
- Participating projects may not have been submitted in a previous International Gypsum Trophy competition. A project that is part of a bigger building or facility which has already been partially submitted in a previous International Trophy will not be accepted as an entry. This rule applies even if the part of the bigger building or facility previously submitted does not include the current project.
- To be eligible for the competition, projects must have started between 2020 and 2024 and be completed before December 31st, 2024.

Our Competing Gypsum Brands:



MEET THE 14TH EDITION JURY



Fernando MARTIN



Laureano MATAS
TRENAS



Margret MORCOS



Jason HIRD



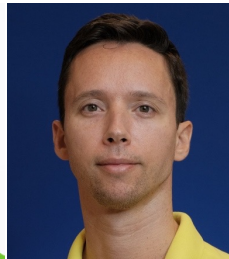
Niharika GUJAR



James MACLEAN



Els DESCHEEMAEKER



Thiago DORLHAC



Dutt THIRUMALAI



Rupert NEUMANN

Jury members are selected by the International Central Marketing Team of Saint-Gobain to guarantee objectivity and to ensure full comprehension of all technical aspects.

The 14th International Jury is composed of experts from Saint-Gobain – country delegates and members of the International Central Marketing Team and external experts.

“

To ensure that all entries are judged on a fair basis, specific judging criteria have been developed, and the International Jury Committee has been selected carefully. ”

The judges can both assess the technical skills of drywall contractors, and the overall performance of the systems and solutions implemented during the projects.

This year, to ensure greater objectivity, special attention has been given to creating a balanced jury team in terms of sector, geography and specialization.

FEBRUARY 12 – 14TH 2025

Prior to the Awards Ceremony, the International Jury met from February 12th to 14th, 2025 to review the competing projects, assess and vote for each project according to pre-defined criteria.

Fernando MARTIN



Jury President International Market Manager Saint-Gobain

Civil Engineer & MBA, **Fernando Martin** has more than 30 years experience developing products for construction in international companies and in the last 20 years in drywall industry.

Initially working in one of the most important global companies of chemical products for construction, Fernando was in charge of sealants and adhesives for building construction introducing elastic structural adhesives in façade systems.

In the drywall industry Fernando started managing plasterboard products & systems in Placo Spain continuing his career as Regional Director of Portugal, later Morocco and later managing export department.

Today, as International Market Manager in Saint-Gobain, Fernando develops his activity as expert in lightweight façade systems, cement board technologies and X-Ray solutions.

Laureano MATAS TRENAS

Architect, Secretary General Consejo Superior de los Colegios de Arquitectos de España

Laureano Matas Trenas, born in Córdoba in 1972, is an architect specializing in urban planning. He graduated from UPM ETSAM in 1999 and has been practicing since then. He founded the firm URBIctectura L+L, focusing on residential architecture, unique rehabilitation projects, urban planning, and technical consulting.

Professionally, he has a diverse portfolio. In 2003, he won a national competition for a nursery project in Jaén, funded by the EU. From 2005 to 2015, he served as the external technical director for the Jaén Urban Planning Office, completing the final approval work. He also contributed to the strategic plan for the city of Jaén and worked on the urban plan for Siles from 2014 to 2021.

Laureano co-directed the International Landscape Workshop from 2014 to 2018 and has been a member of the Provincial Expropriation Jury for the Ministry of Public Administrations since 2015. He collaborated on the urban plan for La Línea de la Concepción between 2018 and 2020.

In his professional association, he served as Treasurer and Vice Dean of the Official College of Architects of Jaén from 2007 to 2015 and as Secretary and Vice Dean from 2015 to 2017. He joined BIM subgroups in 2015 and was elected Secretary General of the CSCAE in 2018, a position he held until 2021 and was re-elected for the 2022-2025 term. During his tenure, he implemented various digital and regulatory initiatives and coordinated BIM courses.



Margret MORCOS



LEED Green Associate Architectural Solutions Manager CertainTeed Canada

Margret has over 20 years of experience in the construction industry field, she earned her bachelor's degree in interior design in Egypt and is now a certified LEED Green Associate.

She worked for nine years at Saint-Gobain – Gyproc Egypt, where her last position was Project Solutions Manager. In this role, she specialized in interior design specifications for the full Gyproc product range and ceiling solutions, working closely with architects, developers, and contractors, as well as the development of innovative building materials.

Currently, as the Architectural Solutions Manager at Saint-Gobain – CertainTeed Canada, Margret manages the specification and design process for CertainTeed's product portfolio in collaboration with architects and developers in Ontario.

Her role is to ensure that products are accurately specified to meet the needs of owners, architects and building codes, with a focus on critical factors such as sound insulation, moisture control and fire safety.

Jason HIRD

Head of Technical Development Gyproc UAE

Jason Hird has over 24 years of experience at Gyproc Saint-Gobain, where he currently serves as Head of Technical Development for the UAE. With a strong focus on innovation and sustainability, Jason has played a key role in shaping the company's technical strategies and supporting the growth of the construction materials industry in the Middle East.

Having spent 18 years in the region, Jason has worked on projects that address the unique challenges of both architecture and the environment. His work on the Museum of the Future and the UAE Pavilion at Expo 2020, where he helped develop cutting-edge solutions, stands out as key examples of his contributions to the industry.

Jason is particularly skilled in creating high-performance drywall and gypsum-based systems, with a focus on improving fire safety, acoustics, and environmental impact. His leadership has helped ensure that Gyproc's products meet the highest standards of quality, earning the trust of clients and partners.

Through his work, Jason has helped Gyproc Saint-Gobain become a trusted name in the region, innovating and delivering sustainable and reliable solutions that align with Saint-Gobain's commitment to reducing carbon footprints in construction.

Jason continues to be dedicated to improving industry practices and sharing knowledge, positioning him as a respected leader in the construction sector.



Niharika GUJAR



Head of Marketing Ceilings Gyproc India

Niharika Gujar is a seasoned marketing professional currently serving as the Senior Marketing Lead B2B and Category Manager at Saint-Gobain India Pvt Ltd. – Gyproc Business. Based in Mumbai, Niharika brings over 14 years of experience in developing and executing innovative marketing, business development, and sales strategies that drive growth and sustainability. Niharika holds a graduation degree in Biotechnology and an MBA in Marketing from Pune University. Her academic background is complemented by her extensive professional experience, which includes roles at Saint-Gobain Gyproc India, Wipro Consumer Care & Lighting, and a brief stint at General Electric.

Niharika's key strengths and skills include strategic planning, B2B marketing expertise, innovation, critical thinking, negotiation, financial acumen, cross-functional collaboration.

Her focus on business expansion and excellence in managing product lifecycles, developing new products, and driving customer engagement and brand loyalty are key attributes that contribute to her success.

Head of Training Academies British Gypsum and Isover UK

James Maclean serves as the Head of Training Academies for British Gypsum and Isover, key brands within Saint-Gobain Interior Solutions in the UK. In his role, James drives the strategic direction and operational management of the company's four "Build Better Academies," ensuring their alignment with Saint-Gobain Interior Solutions overarching business goals and the evolving needs of the UK construction market to build sustainable, skilled, competent talent.

James's qualifications include a BA Honors in Business Management, an ILM Level 5 Diploma in Leadership and Management, and a Certificate in Education, alongside specialized certifications in education and interior systems installation. His career in Saint-Gobain spans nearly 30 years and has taken in various roles, from Trainer and Technical Support Representative to Training Academy Manager, and now to his current position where he oversees national training operations.

James is committed to continuous improvement and the effective use of innovative digital tools, including AI and VR, which enhance training accessibility and engagement. These tools ensure that British Gypsum and Isover products are installed to the highest standard, fostering product knowledge and skillful execution across the industry.

Actively involved with WorldSkills, James contributes to the Plastering and Drywall category, supporting the creation of the test piece for the 2024 WorldSkills Lyon event and formerly with WorldSkills UK, where he was part of the selection panel for the Plastering and Drywall category and supported the training program for the UK competitors. His dedication to skills development is also reflected in his ongoing engagement with various UK industry working groups focused on construction skills and talent attraction, helping to strengthen the future workforce of the construction sector in the UK.

James MACLEAN



Els DESCHEEMAEKER



Marketing Director Gypsum & Insulation Building Activities Saint-Gobain Belux

With more 25 years of experience, **Els** has a wealth of expertise in innovation, product development, marketing, and business development. She has held various roles, from product manager to innovation manager, and has taken on multiple management positions across different sectors, including banking, telecom, and energy. For the past seven years, she has been working in the construction industry with Saint-Gobain.

As the Marketing Director, Els is a key member of the Benelux Gypsum & Insulation management team. She oversees product management and new product development, go-to-market strategies, the training center, digital marketing, commercial excellence, and technical support for job sites.

Together with her team, Els is responsible for understanding customers' current and future needs. She leverages these insights to guide the development of the company's offerings, driving innovation across products, systems, and service solutions to achieve profitable growth.

In her free time, Els enjoys spinning, gardening, and discovering new cultures with her family.

Product Manager Saint-Gobain Brazil

Thiago Dorlhac is a Brazilian professional, graduated in Architecture and Urban Planning, with an MBA in Marketing.

He has 15 years of experience in marketing, specializing in product development. Currently, he serves as a Product Manager for the Technical Sales channel at Saint-Gobain, managing the portfolios of Placo, Isover, Quartzolit, Brasilit, and Ecophon.

His work is centered on delivering innovative strategies and products that enhance the customer experience.

Thiago DORLHAC



Dutt THIRUMALAI



International Market Manager Global Segments Saint-Gobain

Engineer and international business management graduate, **Dutt Thirumalai** has been in the construction industry for over 24 years working in Project Management, Sales, Business Development, Global Product Management, International Business Development, and International Market Management across a variety of roles.

He began his career in the construction industry in Contracting moving to Project Management and Business Development roles in the UK. After a decade of experience, he moved to construction manufacturing business working in façades, specialty tools, resins and anchoring, structural waterproofing working in the UK & Ireland.

His career in Saint-Gobain began at British Gypsum in sales and then moving onto business development managing key accounts. Dutt took on a position of Market Development Manager in South Africa coaching and mentoring sales, technical specification teams.

Following this, he moved to a Central Marketing function role in France taking on Global Product Management and International Business Development roles for Gypsum business and then moving as Knowledge Manager focusing on Light construction Strategy for the group.

He took on his current role as International Market Manager – Global Segments to bring focus on new market segments and to leverage the extensive range of solutions available within Saint-Gobain and to support businesses' position in their offer to customers. He is also active in construction industry associations, advocating the need for light construction to address key challenges facing built-environment and its stakeholders.

Rupert NEUMANN

International Senior Product Manager Saint-Gobain

Rupert has been in the building materials industry for 30 years, covering several functions in R&D and Marketing, first in Germany and Spain, and now on international level.

This is the seventh Saint-Gobain International Gypsum Trophy in which he has been involved, and the sixth time as International Jury Member. In addition to other marketing roles and support for several countries, he is also responsible for the Global Product Management of Building Plasters and Plasterboard Finishing within the activity.



THE SIX CATEGORIES

Ceilings

Innovation

Residential

Culture,
Education
and Leisure

Business and
Institutional

Façades

NEW FOR THE 14TH EDITION!

For the 14th Edition of the International Gypsum Trophy, **the project categories have been updated to better fit the reality of the gypsum market.** These new categories better reflect the projects managed by Saint-Gobain in our countries with a gypsum activity, to allow local teams to submit projects in more categories. It is also a move from product-focused categories to building usage.

Important: Renovation and Plasters can be included in all categories.



Ceilings

Ceilings Category

Projects within interior spaces of a new building or an already existing building where Saint-Gobain Gypsum Ceilings have been used.

The type of segment within this category may be chosen freely. Other Saint-Gobain ceilings such as mineral wool (e.g., Ecophon or Eurocoustic) or metal ceilings (e.g., Plafometal) will add points of recognition.

The projects featured in this category should be focused on **ceilings as key fundamental features** (e.g., aesthetic, durability, acoustic, indoor air quality, sustainability, etc.). The application of ceilings solutions in the interior of the buildings may also consist of wall linings with ceiling products. **Exterior ceilings must be included in the Façades Category.**

Ceiling projects can be done with products specifically designed for ceilings, such as Rigitone®, but they can also be done with molding plaster, or even with standard plasterboard.



Innovation

Innovation Category

Innovation is characterized by **the use of products and/or systems in an unusual way**. For instance, products which are new on the local market, which demonstrate new ways to install with improved performance for the installer (quicker and/or easier), or which show new ways to improve wellbeing for people using the space, such as thermal and acoustic comfort, indoor air quality and so on.

This category is not linked to a specific product type, so either plasterboard, plaster, ceiling, or a combination of all can join this category.



Residential

Residential Category

Projects within **interior spaces of a new building or an already existing building in the residential sector**. They can vary in size from small to very large projects, but they must display the use of performance-based systems or aesthetic enhancements relevant to the sector.

The application of gypsum solutions in the interiors of these buildings may comprise walls, ceilings, and floors. This category is not linked to a specific product type, so either plasterboard, plaster, ceiling, or a combination of all can join this category.

**Culture,
Education
and Leisure**

Culture, Education and Leisure Category

Projects within **interior spaces of a new building or an already existing building in the non-residential sector**. Buildings that qualify for this category are for example **religious buildings, schools, universities, hotels, transportation-related buildings (airports, train stations, etc.), shopping malls, museums, hospitals, cinema, theatres, restaurants, etc.** This list is not exhaustive, and you can contact the Organization Team if you need further information.

The application of gypsum solutions in the interior spaces of these buildings may comprise walls, ceilings, and floors. This category is not linked to a specific product type, so either plasterboard, plaster, ceiling, or a combination of all can join this category.

**Business and
Institutional**

Business and Institutional Category

Projects within **interior spaces of a new building or an already existing building in the non-residential sector**. Buildings that qualify for this category are for example **offices, banks, data centers, institutional and government buildings, industrial buildings, etc.** This list is not exhaustive, and you can contact the Organization Team if you need further information.

The application of gypsum solutions in the interior spaces of these buildings may comprise walls, ceilings, and floors. This category is not linked to a specific product type, so either plasterboard, plaster, ceiling, or a combination of all can join this category.

Façades

Façades Category

Projects with Saint-Gobain gypsum solutions applied in **façades and external ceilings of a new building or an already existing building**. This category is related to lightweight façade systems but not restricted to the use of Glasroc® X. Other boards such as cement boards or expanded glass boards can be included.

Other non-gypsum components like insulation, mortar, glass-windows, etc. will add extra value for the Jury Members. Non-Saint-Gobain products can be used as part of the system, such as timber frame or membranes, not reducing the value of the project.

AWARDS CEREMONY

The Awards Ceremony of the 14th edition of the Saint-Gobain International Gypsum Trophy will be held in Paris, France and will welcome **350 attendees** to celebrate the competing projects and participating contractors.

350 IN
ATTENDEES **PARIS**

PRIZES AND TROPHIES

The International Jury will nominate the winners of the following 14 prizes:

**1ST AND
2ND PRIZE**
in each category
(12 prizes)

GRAND PRIX
for the overall winner
of all categories

PRESIDENT'S PRIZE
the Jury's
"Coup de Coeur"

The trophy's **unique design** is made up of a stone base with a 3-D printed design spiraling around a selenium crystal product created with sustainable technology. By encasing the raw material of gypsum with the **emerging technology of 3-D printing**, the trophy represents the intertwining of gypsum.

