

levels, which ultimately has a big impact on the general well-being of an individual, including decreased motivation as well as productivity.

Suggesting industry certified solutions, such as those with Quiet Mark approval, can work to combat these issues to ensure a quieter living environment is achieved, even in the busiest of households. For example, British Gypsum's Silent Floor system, which incorporates Gyproc SoundBloc and Gypframe Resilient Bar, improves the sound insulation by acting as a noise separator between floors to significantly increase acoustic performance over standard Building Regulations.

Accessible solutions

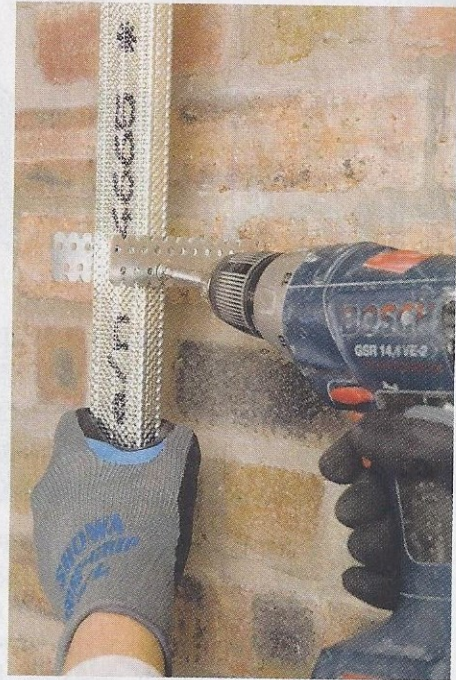
With such a wide range of products on offer, finding a solution to meet customer needs is not always easy. To this end, builders and installers must ensure their technical knowledge of all products is the best it can be by making the most of the

product literature and support available.

In addition to getting this information from merchants, manufacturers also provide easily accessible guides with the necessary technical details and facts on all its products in one place. The British Gypsum website provides builders with solutions to suit an array of projects, listing all information and guidelines to ensure the best product is selected for each.

With the focus now firmly on tailored home improvements to suit specific homeowner needs, it is more important than ever for installers to be providing innovative solutions. Using specialist products with quicker application, durability and stand-out benefits will make a real difference to a homeowner's health and well-being.

Providing greater knowledge and awareness of products will allow builders to differentiate themselves and offer valuable information to truly address their customer's needs.



MORE INFORMATION

For further information on British Gypsum's range of products use the reader enquiry number 175

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