

PRESS RELEASE - 2021

PLASTER MOULDINGS

THE ADVANTAGES IN 5 POINTS



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Aesthetic

The velvety matt finish of plaster is unique. Even painted, it remains clearly recognizable. The edges are fine and soft to the eye, the material is noble and massy. The lines are straight because plaster is not flexible unlike PVC foams, for example, which will follow the imperfections of the wall.



One of the golden rules in construction is the homogeneity of materials. To avoid torsion or cracks, or expansion and shrinkage due to thermal differences, it is essential to always work with materials of the same kind. Therefore, plaster mouldings are recommended on plastered walls or on plasterboard walls and ceilings.

Synthetic mouldings, regardless of the method of manufacture or fixing, do not have the same properties. They will deform, expand or shrink under thermal variations, resulting in cracks, gaps or detachment.

On the contrary, plaster mouldings are timeless, stable and not afraid by heat, cold and humidity. They are made to last more than 100 years...





Mouldings made of resin, a synthetic material, and the factories where they are produced cannot be considered environmentally friendly.

For a plaster mouldings, no solvents or harmful products are used in the manufacturing, installation or recycling process. The plaster comes from natural gypsum quarries in the Paris area.

Plaster of Paris, staff, stucco are natural materials, neutral for the environment and harmless to health. Better still, they also regulate the hygrometry of the room, are an excellent acoustic insulator and protect against fire. Finally, the paint can also be natural, like for a wall, and without the need for a primer.

Plaster mouldings have a high fire resistance, innately and without any treatment being necessary.

Plaster is even used as a fireproof material: ceiling, chimney, extractor hood, ventilation duct,...


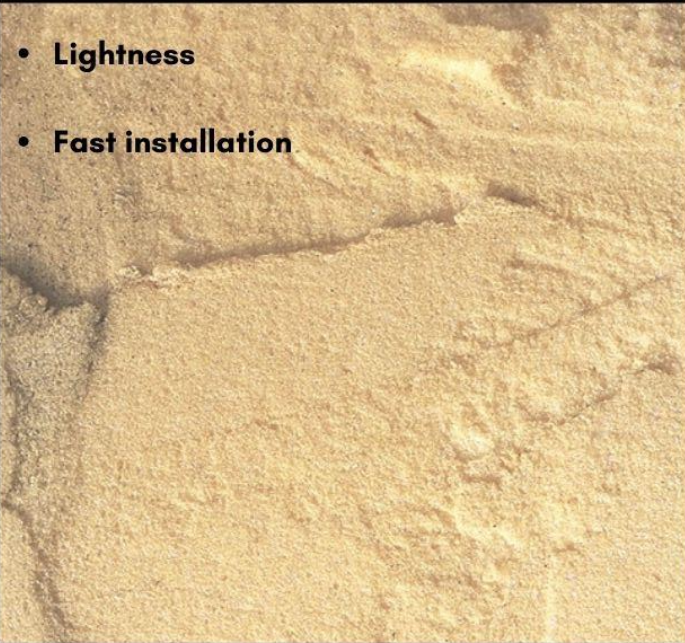


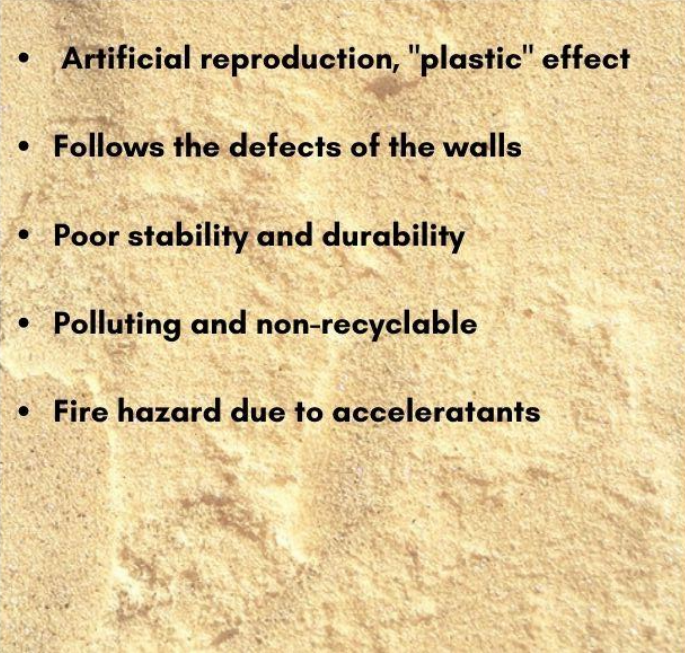



Price

The raw material for a plaster moulding is cheap because there are many quarries in our regions. This explains why a plaster moulding is, contrary to what one might think, cheaper than its polyurethane competitor, and the larger the moulding is, the greater the difference is due to the amount of raw material needed to manufacture it; and therefore the more competitive the plaster is.



- comparative table of the different materials

	PLASTER	POLYURETHANE	WOOD
THE +	 <ul style="list-style-type: none">• Incomparable rendering and finish, top-of-the-range material and possibility to make custom-made products• Stability over time, made to last• Ecological, 100% natural• High fire resistance• Price• Easy to paint, with any type of paint	 <ul style="list-style-type: none">• Lightness• Fast installation	 <ul style="list-style-type: none">• Noble material• Solid• Natural product
THE -	 <ul style="list-style-type: none">• More delicate handling	 <ul style="list-style-type: none">• Artificial reproduction, "plastic" effect• Follows the defects of the walls• Poor stability and durability• Polluting and non-recyclable• Fire hazard due to acceleratants	 <ul style="list-style-type: none">• High Prices for large models• Paint specifically for wood• Limited models and shapes• Poor stability plastered walls• Combustible



The workshop Gesso, 1925

The company Gesso

Belgian company founded in 1925 at a time when plaster ceiling moldings and other ornaments were systematically integrated into neo-classical housing.

In 1965, when plaster was losing interest, Gesso resisted and built a range with a classic and timeless style that will allow it to be, even today, still present on the market.

The company manufactures, places and restores mouldings, rosettes, columns, fireplaces or bas-reliefs in plaster, in a traditional manner.

This is why our team was eager to explain to you why it is preferable to opt for plaster mouldings rather than its new competitors in synthetic foam, polystyrene or polyurethane.



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