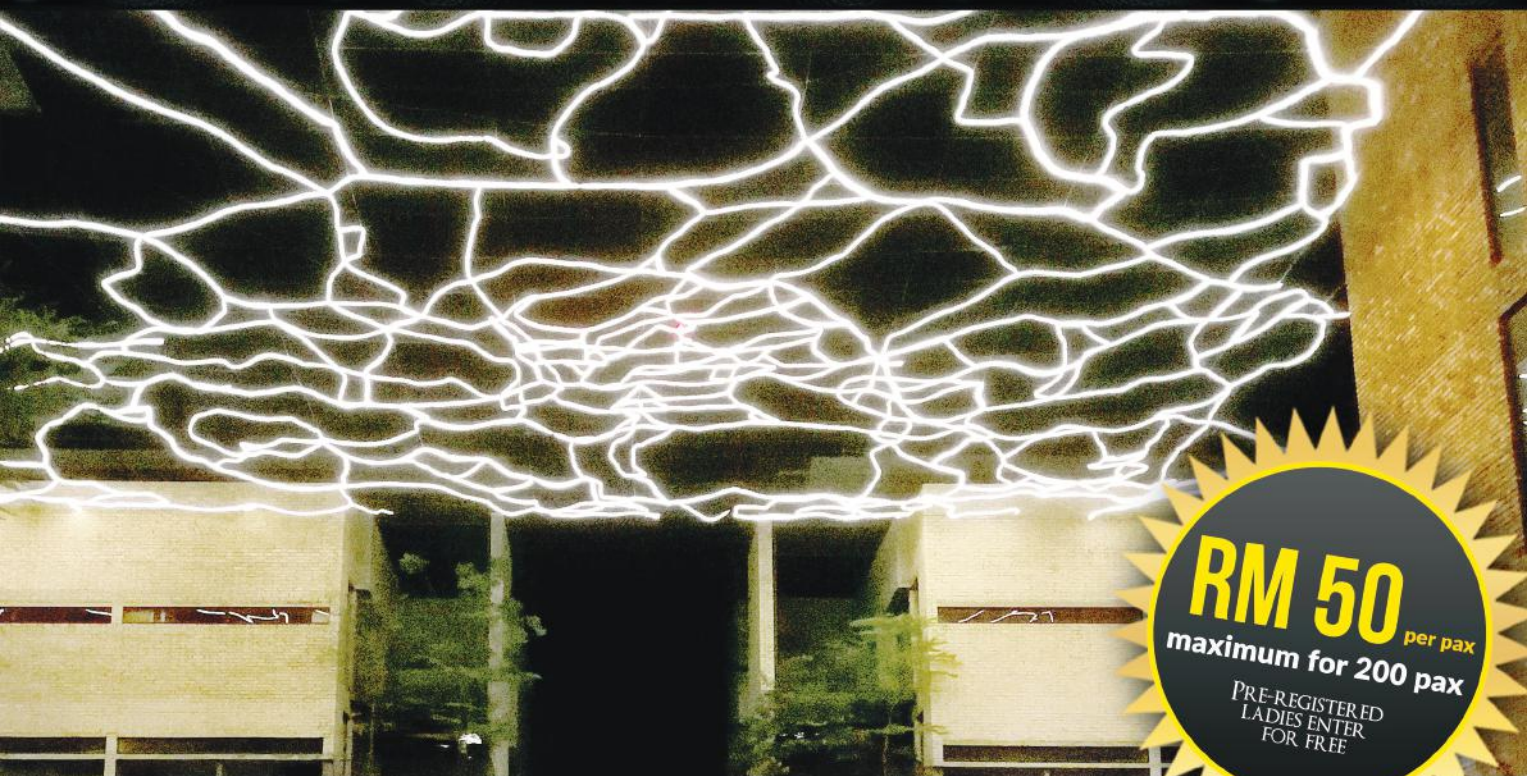


**FRIDAY 21.09.18** 6 PM - 10 PM

LIGHTBOX SUNGAI BULOH

29, Jalan LGSB 1/1, Pusat Komersial LGSB, Off Jalan Hospital, 47000 Sungai Buloh, Selangor



**RM 50** per pax  
maximum for 200 pax  
PRE-REGISTERED  
LADIES ENTER  
FOR FREE



**MBAM**



# FELLOWSHIP

N03/2018

- To revel in the prestige of being a MBAM member and to relax with your fellow members and friends
- To encourage co-operation and networking
- To create potential trade and business opportunities in members' respective products and services.

**GRAB THIS OPPORTUNITY!**

invite your friends and associates to join as MBAM members

For enquiries: Mr. Leon Leong & Mr Lenny Lim at +603-79848636.  
For registration: Ms. Jannah email at [mbam24@mbam.org.my](mailto:mbam24@mbam.org.my)/Fax:+603-79826811



# PRODUCT TALK

No 2/2018

## THE CEMENT PLASTER REPLACEMENT SYSTEM

In line with CIDB's CIP to upgrade and innovate the construction methodology in the country, USG Boral, a global leader in building system solution provider has introduced the "EasyFinish" system, a customized cement plaster replacement system as a substitute to the traditional plastering system.

### THE OBJECTIVE :

- To upgrade the skills of contractors in the finishing wall system
- To introduce the innovative and modern finish wall system to the local construction industry
- Cost saving as it is 4 times faster than the traditional plastering system
- To ease the skill labour shortage in the current situation by using fast-track installation method.
- To upgrade the wall finishing standard-a smoothest wall

USG Boral's EasyFinish system is a trusted solution and currently contractors in the Philippines, Thailand, Vietnam and other regions are changing over to adopting the system. USG Boral's holistic approach to system design and engineering employing the most modern state of the art technology ensure the quality and product performance. The product is tested and passed under the most stringent performance matrices such as BS 5234 for strength and robustness test and EN 13279-2:2004 Gypsum Plaster Adhesion test.

### AGENDA FELLOWSHIP & TALK

| Time    | Item                                         |
|---------|----------------------------------------------|
| 6.00pm  | Registration                                 |
| 6.15pm  | Speech by MBAM President                     |
| 6.20pm  | Speech by USG Boral Sdn Bhd                  |
| 6.35pm  | Technical Talk by USG Boral Sdn Bhd & Dinner |
| 10.00pm | End                                          |

### SPEAKER PROFILE

#### **(Mr) Eric Yap – Team Leader – USG Boral EasyFinish System**

Eric Yap was first appointed as Project Sales Manager in August 2016, covering East Coast, Negeri Sembilan & Melaka. He was then assigned to temporarily oversee Government project.

In year 2017 March, Eric Yap was pick by USG Boral Management to start up Interior Wall Penetration Strategy which is 1 of USG Boral key strategy moving into drywall market penetration and it was then a wholly new business line for USG Boral Malaysia business unit and USG Boral Asia Pacific

He took up the challenge to launch USG Boral EasyFinish System and he has successfully differentiated USG Boral EasyFinish System to be "It is USG Boral EasyFinish System, a cement plastering replacement system!" to an existing competitive market versus conventional wall finishing solutions.

Eric's drive and energy served him well from Zero based to as of today's significant volumetric sales which has contributing to the overall company revenue.

In recent year, Eric Yap is working closely together with local team and other business unit within USG Boral on developing and exploring business opportunity to bring benefit and value proposition to our present business unit and our business partners. Expanding the business opportunity of USG Boral EasyFinish System into different distribution and supply chain network to synergize volume and revenue growth as well as bring USG Boral Malaysia business unit venture into non-traditional market network.

Prior to joining USG Boral' family, Eric Yap hails from sport, FMCG and automotive industries. His last position was holding a key position in 1 of reputable building material manufacturer in Asia Pacific with strong sales, marketing and products portfolio experience in the Asian market.