



## OSWAL ORGANICS LAUNCHES VAN DYK IN INDIA

Van Dyk partnered with Oswal Organics to launch its pure wild blueberry juice in India. Custom-labelled and packaged in a new 250ml glass bottle, Van Dyk shipped its first shipment to India in 2017, which was cleared customs and fulfilled FSSAI standards in March 2017.

Van Dyk's by Nature is pure wild blueberry juice that is made from Canada grade-A Nova Scotian wild blueberries. It does not contain water, sugar or preservatives, providing health-conscious consumers with a convenient way to benefit from the notable health properties of wild blueberries.

Casey and Henrica Van Dyk's family have been harvesting wild blueberries in Nova Scotia, Canada, for almost 40 years. In the mid-90s, they began thinking about a convenient way for their customers to benefit from the incredible nutrition and health benefits of wild blueberries all year round. "After reading the health benefits of wild blueberries, I began looking for pure wild blueberry juice in India. To my surprise nothing natural was available, and the price for blueberries was sky rocketing. Indian consumers are getting health conscious and aware of benefits of these antioxidant-rich fruits. Van Dyk's 100% pure wild blueberry juice is a delicious, convenient way for them to enjoy wild blueberries," said Karan Jain, founder of Oswal Organics. Each 250ml bottle of Van Dyk contains the juice of over 500 wild blueberries. Their proprietary process delivers about 667mg of polyphenols and 160mg of anthocyanins per serving.

1. Van Dyk's by Nature is pure wild blueberry juice that is made only from Canada grade-A Nova Scotian wild blueberries.

2. Every Mikasa creation comes with a warranty of up to 30 years.

## MIKASA UNVEILS NEW COLLECTION OF REAL WOOD FLOORING

Mikasa, from Greenlam Industries, has unveiled its latest collection for 2017. Made for the Indian market, this flooring range infuses the natural elegance of real wood and is crafted using the latest European technology at its state-of-the-art plant. Every Mikasa creation comes with a warranty of up to 30 years and the new collection captures the latest flooring trends as well as varied consumer choices.

The colour palette is a combination of blonde wood floors, like Oak Crème, Oak Stockholm, Oak London and Oak that make spaces look big and bright, and pairs well with trendy paint and bold wallpaper. Oak Choco, Oak Fume, Oak Noir and Oak Amber offer the deep, dark elegance of espresso-coloured flooring that some hotel brands prefer.

The new collection with its wider planks have the advantage of creating a more unified look, with fewer joint lines, which also highlights the inherent aesthetic of the wood, that is to say the knots and grain. The sizes vary from 2420mm length plants to 1200mm length and the width varies from 210mm wide planks to 120mm wide ones spread across 1-strip, 2-strip and 3-strip variants.

The satin finish has a sleek and shiny look, considered to be the safest choice for long-lasting floors. The rusticity of matte-finished wood floors is much sought-after now. Mikasa captures both finishes across all its three categories of 15mm, 13mm and 10mm flooring.



## SCENTAIR OUTLINES EXPANSION PLANS IN INDIA

ScentAirTechnologies, a leading scent branding and marketing company headquartered in Charlotte, USA, has signed an agreement to expand into India.

The fragrances company is in the midst of its fastest global expansion and is partnering with regional master distributors to expand the brand across India. Its newest master franchisee is Vikas Gulabrani of Blue Corpus Solutions based in New Delhi. "We are excited to be a part of the Scent-Air family and to bring its superior and safe scenting systems to people to India," said Gulabrani. "Given its proven business model and the untapped potential in tier I- and tier-II cities, we are very excited to represent and help to grow the brand in India," he mentioned.

With a presence in over 109 countries, ScentAir claims to offer the most sophisticated and cost-effective scent branding solutions with over 1600 fragrances to choose from. It meets most of the safety and regulatory standards and is certified by international agencies like OSHA and IFRA.

ScentAir also asserts that it provides memora-



3. ScentAir outlines expansion plans in India

ble guest experiences to hospitality companies through the power of fragrances. Some of the company's hospitality clients include JW Marriott, Westin, AccorHotels, etc.

